

# **Online Shopping Portal (ishopping.pk)**



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## ❖ **Vision and Scope Document:**

### **1. Business Requirements:**

- 1.1) Background
- 1.2) Business Opportunity
- 1.3) Business Objectives
- 1.4) Success Metrics
- 1.5) Vision Statement
- 1.6) Business Risks
- 1.7) Business Assumptions and Dependencies

### **2. Scope and Limitations:**

- 2.1) Major release features
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### **3. Business Context:**

- 3.1) Stakeholders Profiles
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- 3.3) Development Considerations
- 3.4) Project Limitations

## **1) Business Requirements:**

### **1.1) Background:**

Customers that have limited amount of time to go to market and buy Computer-related products like buying a new Laptop or any other Accessories to get their job done were facing difficulties to manage their time from busy routine. They only get time on Weekends to go to market or a shop and then choose and select the right Products to get. Then there is another problem that if a customer gets a wrong product, then there is only one way available to replace it and that is going to market again. Some customers can't find their desired products due to un-availability or limited stock in certain cases.

This causes some time frustrations for customers to deal with such exceptional cases where their desired products were not available due to limited stock or when returning/replacing products due to wrong decisions being made. And this ultimately causes them to suffer their Jobs routine and their free time.

### **1.2) Business Opportunity:**

Many of Customers wanted such a system that would allow them to view, search, and buy different and newly introduced products specially Computer-related products online. Online orders to buy a product would be placed and to pick them up right from the shop or get them delivered to a specific location right at their homes.

Such Online Shopping systems already exists but we want to enhance such an existing system that only those Customers that were looking to buy only Computer-related or Technology-related products and Accessories can use to view, perform searching of products relevant to really what they want to look for. Our proposed system only includes Computer-related products and different accessories that make buying process Easy, Relevant, and Timesaving for such Customers.

The future ability for Customers to place their orders and do online shopping from local market sellers would provide possibility of Cost saving in terms of travel or logistics.

### **1.3) Business Opportunity:**

**BO-1:** Reduce the Cost of travel or Fuel consumed by Customers by 30% to get products from Market following 6-8 months of initial release.

**BO-2:** Increases the Products Selling opportunities and Income revenue of Seller Company by 40% more from physical Market within 4-6 months of initial release.

**BO-3:** Increases the number of Customers to buy products and place orders following 4-6 months of initial release.

**BO-4:** Our proposed system will capture 10-15% market share following 12 months of initial release.

**BO-5:** Our proposed system will cause Expand Market Business investment opportunities of Seller Company following 12 months of initial release.

## **1.4) Success Metrics:**

### **SM-01:**

If 80-100 Customers visit/use and place orders to buy different products in a single day using proposed system, our metric is achieved.

### **SM-02:**

If our 85-90% Customers got satisfied with our provided Services and Quality Products, this means our Customers will recommend our system to other Customers to buy products using this system.

### **SM-03:**

If Seller Company revenue keeps on increasing by 40% more as compared to only physical market due to proposed system, this means our success metric is achieved.

### **SM-04:**

20% more Employment opportunities to be created due to increasing demand of Services and delivery of products in Seller Company to meet increasing demands of Customers.

## **1.5) Vision Statement:**

For those Customers who want to order and shop Computer-related products and Laptops from local Market Sellers online, the Online Shopping System is an Internet-based website that will accept orders, process payments, and trigger delivery of the desired products to a designated location within shipping limitations. Unlike the current physical Shopping processes, customers who will use the Online Shopping System will not have to go to the Market physically to get their products, which will save them time and will increase the product choices available to them.

Our Online Shopping portal automates the need of going physically to the Market for purchasing and selling of different products and goods by the help of Internet enabled Computerized systems.

## **1.6) Business Risks:**

### **RI-01:**

Too few Customers might use the system to buy products that will reduce the return from investment of development of system and causes Financial loss to Seller Company. ()

### **RI-02:**

Local Market Sellers might not agree to online their current existing system or may not offer delivery options to a Customer, which would reduce the number of Customers and their satisfaction to use system to buy products. ()

### **RI-03:**

Sufficient Stock of products or delivery capacity might not be available to meet Customer's demanding needs, which means Customers might not always receive their products on time and sometimes could not place an order due to un-availability. ()

### **RI-04:**

The system might not be able provide such a good Shopping Experience or facilities to Customers as compared to existing systems, that will cause less Customers to use the system. ()

### **RI-05:**

Currently Employed Sales staff and Market managers might want an increase in Salaries and more incentives given to them due to Increasing Selling revenues of Seller Company. ()

## **1.7) Business Assumptions and Dependencies:**

### **AS-01:**

Systems with appropriate User-interface will be available for Seller Company's Sales Staff to manage and process the volume of products and goods being Ordered.

### **AS-02:**

Sales staff and vehicles will be available to deliver all orders and products for specified delivery time slots within 4-6 Hours of the requested delivery time.

### **AS-03:**

Newly introduced and available Product details and their prices must be uploaded to the system, so that Customers can buy new products without any delay.

**AS-04:**

System must perform validation of payment processes being made during online payment of ordered products.

**AS-05:**

When a Customer places an order, its order and shipping details, delivery time and date must be shown to the customer and the Sales staff of the Company.

**DE-01:**

If the system uses a third-party or external Shipping Company to deliver its products, then system must be able to communicate with it bidirectionally.

## **2) Scope and Limitations:**

- **Scope:**

In our Online Shopping portal Admin can add, modify, and update different features of the system. Admin can add, update, or delete different products of different categories. Admin can also view and edit his profile. The Customers can register with our portal and get an Authorized Login credentials and an exclusive membership. Customers can view and buy different products available and pay by various simple and efficient payment methods. Admin can view sales history and Customer purchases. Customer can view and edit his/her profile details. Customers can also view his/her payment transactions and Shopping history.

### **2.1) Major features:**

**FE-01:**

Easily view and search different products and place order for desired products.

**FE-02:**

Seller Company or Sales staff can add, update, remove and maintain details of different products.

**FE-03:**

View order details, modify, and cancel an order within specified time allowed by Specified Company.

**FE-04:**

Create, upload, edit or update and remove details and prices of products available on system.

**FE-05:**

Use different available Payment transaction methods to pay for products online safely, ensuring Payment security at the same time.

**FE-06:**

Shipment of Products available on system covers a wide range of Geographical areas and cities.

**FE-07:**

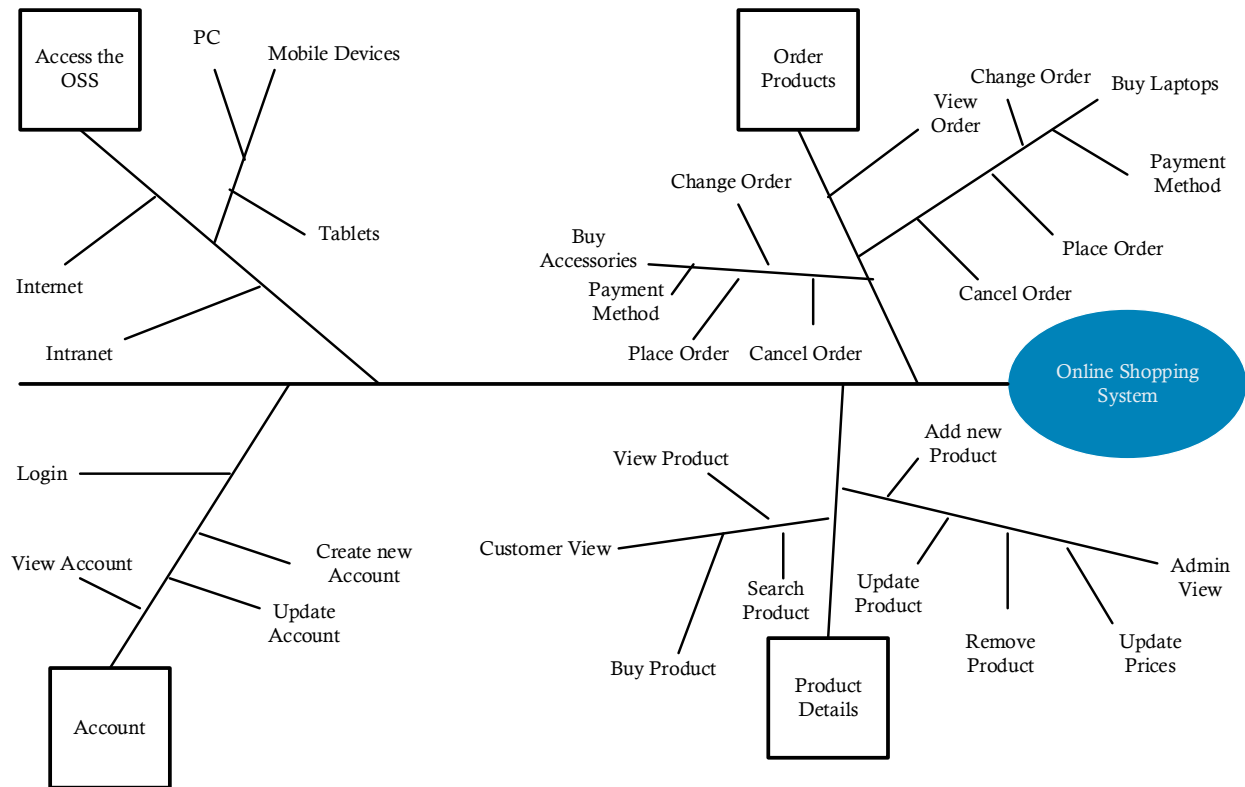
View all necessary and accurate details regarding products, shipping process, orders being placed when required.

**FE-08:**

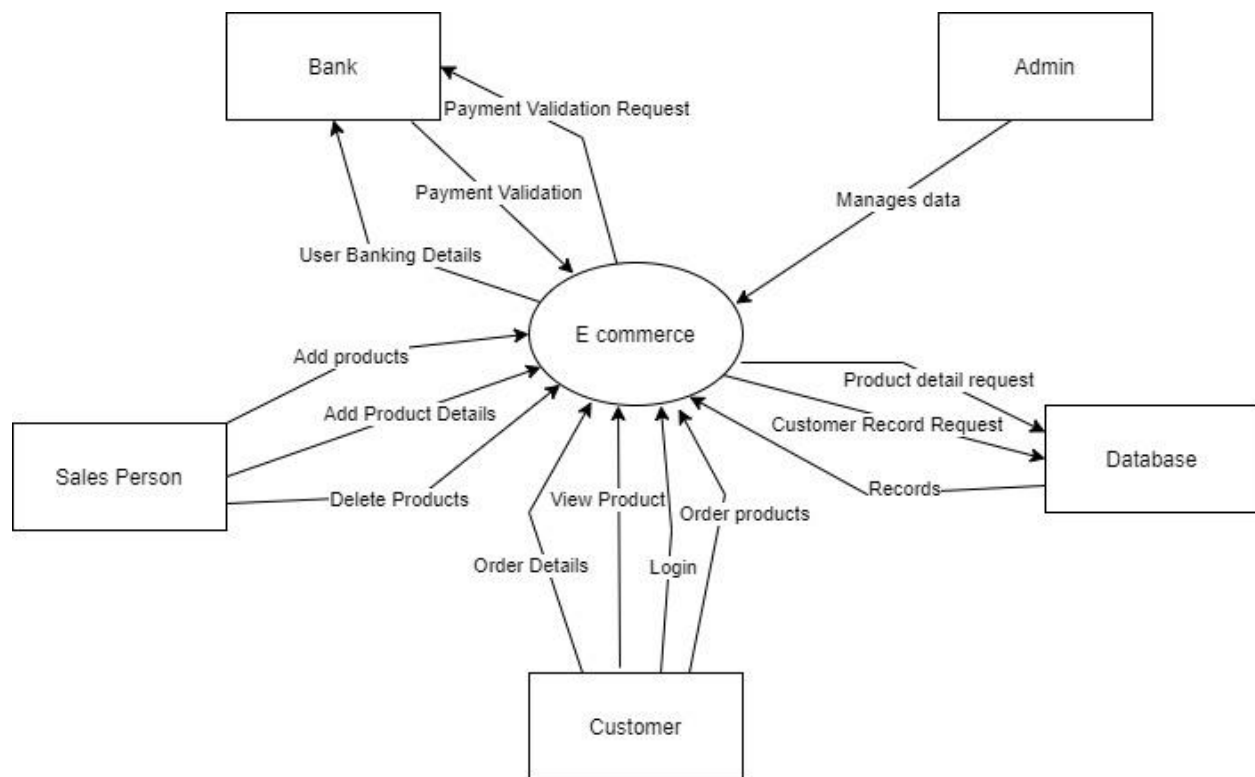
Provide system access through corporate intranet, smartphone, tablet, and outside Internet access by authorized Customers and Sales staff members.



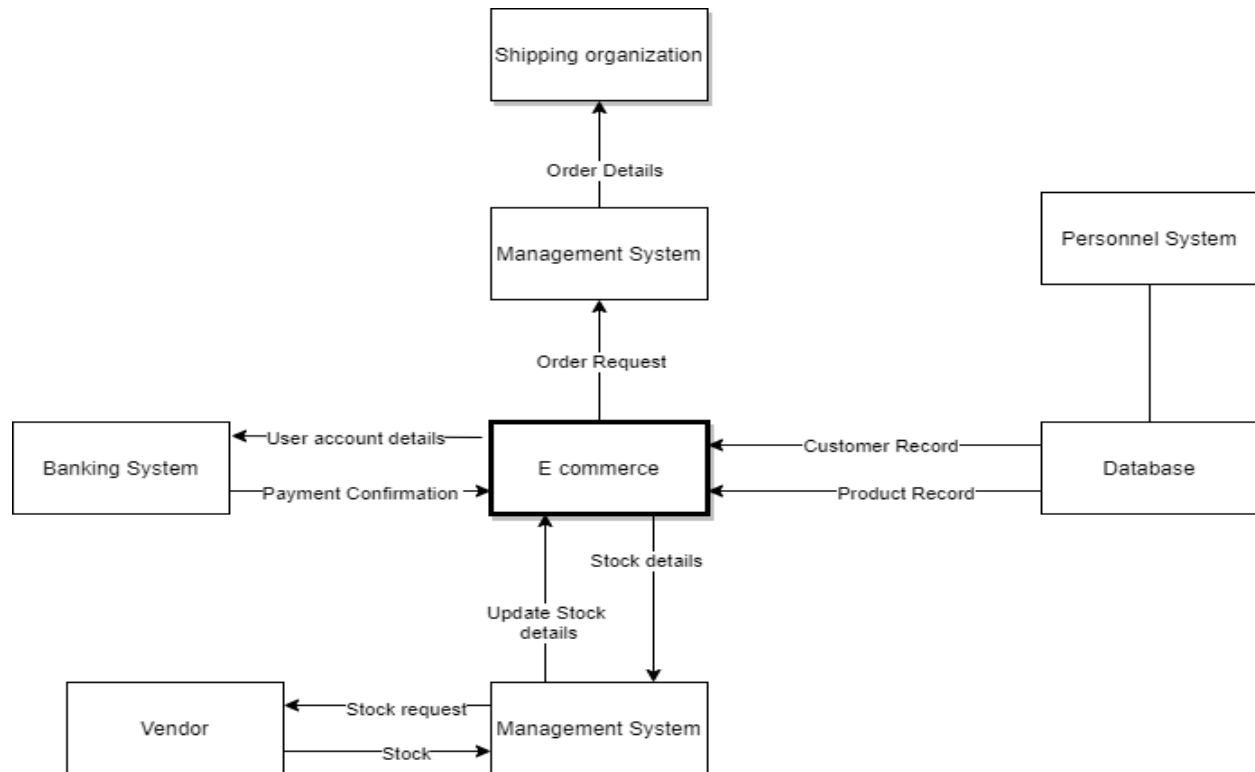
## • Feature Tree Diagram:



- Context Diagram:



- **Ecosystem Map:**



- **Event lists:**

- Salesperson adds products and their details on the system.
- User makes account on the system.
- User adds products to the cart.
- User enters the bank account details on the system.
- System sends the user's bank account details to the Bank.
- Bank sends the payment confirmation email to the system.
- System sends the order confirmation message to the user.
- System sends the order details to the Shipping Organization.
- Shipment details of product are updated on the system and user can track his/her order.
- System shows a message of shortage of stock of products to the salesperson.

## 2.2) Scope of Initial and Subsequent releases:

Features	Release 1	Release 2	Release 3
FE-1, View and Search Products	Limited Products can be searched and available, Order can be placed using Phone call only	More Products added, Credit cards and Debit cards are accepted	Fully implemented
FE-2, Add, Update, remove Products	Add, update, edit, and remove details of Products	Outdated Prices of Products can be updated	Full implemented
FE-3, Order details, Cancel an order placed	Only view order details being placed	Not implemented	Cancel an order after being placed within time
FE-4, Update Prices of Products	Outdated Product prices can be updated and changed	Fully implemented	
FE-5, Add more online Payment Methods	Collaborate with External Bank sponsors to facilitate Customers	Online Payment transactions methods added	Ensure Payment security and Verification methods introduced
FE-6, Shipment of Products	Collaborate with External Shipping Companies, sponsors to facilitate Customers	Shipment of Products made available to limited areas	Expanded Shipment covering areas to more cities
FE-7, View Shipment details	Not implemented	View all relevant Shipment details like date of shipment, remaining time	
FE-8, System access	Intranet and outside system Internet access	iOS and Android OS support	Windows, MacOS and Linux PC support added

## 2.3) Limitations and Exclusions:

### LI-01:

The Online Shopping System can operate in limited Geographical areas in Pakistan only, where an Internet-enabled PC or Mobile device is required to place orders, view products.

### LI-02:

Some Products available on system will not be delivered to certain cities and areas where shipping is not suitable.

### LI-03:

Products shown on system might not be temporarily available to buy, place order and not available for shipment due to Un-availability or limited Stock.

### LI-04:

Transaction history shall only be available if Bank sponsors allow system to retrieve and display it to Customers on their demands.

### LI-05:

Products prices and Shipment chargers can vary and change without any certain notice to Customers depending upon Seller terms and conditions.

## 3) Business Context:

### 3.1) Stakeholder Profiles:

Stakeholder	Major Value	Attitudes	Major Interests	Constraints
Seller Company Management/Admin	Managing overall system functionalities; Improved business productivity	Strong commitment through release2; support for release 3	Major enhancements in Business procedures; Profit and valuable services must be increased	Limited Budget

<b>Sales staff</b>	More efficient use of staff time throughout the day; higher Customer satisfaction; increased Sales of products	Understand Customer needs and their problems; responsive behavior towards Customers	Increased sales and provide good services; provide/deliver products on time	Training for staff needed to use online system; delivery staff and vehicles needed
<b>Customers</b>	Better products selection; save money on products; time savings; convenience	Strong enthusiasm, but might not use it as much as expected because of social value of physically going for shopping	Simplicity of use; reliability of delivery; availability of product choices	Internet access, or a mobile device is needed
<b>Shipping Partners</b>	Better services in terms of delivery; higher Customer satisfaction; deliver products on time	Strong commitment through release2; support for release 3	Reliability and dependence on service; deliver products on larger covering areas; minimal delivery cost	Limited geographical areas; delivery staff and vehicles needed
<b>Banking Partners</b>	Increased authenticity and security of transaction; provide more simple payment process	Receptive but cautious	Simple payment procedures; authenticate Customers transactions; maintain history log of transactions; confirmation of payment	Internet needed for transactions; Customers have to already registered with them

### 3.2) Project Priorities:

Dimensions	Constraints	Driver	Degree of Freedom
Features	All features scheduled for release 1.0 must be fully operational		
Quality	95% of user acceptance tests must pass; all security tests must pass		
Schedule			Release 1 planned to be available by end of Q1 of next year, release 2 by end of Q2; overrun of up to 2 weeks acceptable without sponsor review
Cost			Budget overrun up to 15% acceptable without sponsor review
Staff		Team size is half-time project manager, half-time BA, 3 developers, and 1 tester; additional developer and half-time tester available if necessary	

### **3.3) Deployment Considerations:**

After developing and testing, the next step is to deploy the system and run it. You can operate this system in your android phone, iOS, tablets and PC's only for the first release. You may arrange the seminars to train the user that how to use this system. Videos shall be developed to train the user i.e., both Sales staff and the one who will use it, and maximum length of the video should not exceed 15 minutes, videos help to train the users in Internet- based interface of system.