



Consultoria de negócios Magento da América Latina com estratégia, design e tecnologia.

# **Project Requirements**

## **Printbag**

# Introduction

## Objective

This document aims to specify the requirements and customizations contracted that will be developed, providing developers with the necessary information for the design and implementation, as well as for carrying out the tests and approval of the system. Only points that come out of native Magento flow are shown here.

## Scope

It is part of the scope of this project the development and customization of the native resources of the **Magento Open Source** platform (most recent version), functional and non-functional requirements described in this document, in order to meet the needs and expectations of the client.

## Project Requirements

This project has as its main purpose to create a new e-commerce for our client **Printbag** with Magento Open Source latest version.

### ER-000 - Non-functional Requirements

#### Description

1. Utilization of the platform's maximum potential, with guidance from the best and most innovative practices for e-commerce optimization.
2. Focus on the customer experience: strategies and resources for optimizing the user experience, focusing on the concepts of enchantment, convenience, agility, simplicity, packaging presentation, functionality and food safety.
3. The portal must meet all LGPD standards.
4. Personalization and creation of the shopping experience.
5. Creation of a field to receive a newsletter and connect to social networks (promotion, discount coupons, discounts in general, notices, etc.);
6. Inclusion of CTAs (calls to action) during the client's visit to the site, encouraging the purchase throughout its journey;
7. Inclusion of a general search field in e-commerce;
8. E-commerce structure with interactive and intuitive catalog, showing different product angles and packaging functionality (possibility of including several photos and videos to demonstrate each product, with enlargements in the images);
9. Inclusion of mini cart in the store pages to summarize the products in the cart;
10. Account personalization, password reset and other e-mails sent to the customer;
11. Adaptation of Magento product catalog to Google requirements;
12. Checkout Two Steps standard Magento;
13. Checkout: option to create registration or login with data;
14. Preparation of order summary with images and product description before finalization and during the purchase;
15. Archiving of orders billed after pre-established period of time: orders should be stored for 5 years from the date of purchase, both for customers and users;

16. Structure for integrations;
17. Management and communication of metrics and results;
18. Definition of different functions and permissions for access control;
19. Registration and analysis of users' administrative activities;
20. Creation of filters to obtain specific results (price, category, paper type, among other attributes) in the dashboard;
21. Access to products viewed and purchased by customers;
22. Release of access to customer accounts, product updates and other information;
23. Team permissions for order updates;
24. Simultaneous product updates;
25. Inactive product will not appear for the customer.
26. Management of payment condition rules will be done on the site;
27. Terms of payment: inclusion of different final values, according to the options available;
28. Possibility of issuing reports by brand, by client, etc;

## ER-010 - Payment Method

### Description

1. Payment gateway will be Braspag, that must be installed using this link [Braspag](#)
2. Anti fraud method will be sent.
3. Payment options will be by group of customer:
  - a. Customer CPF (PT-BR: Pessoa Física)
    - i. Bank billet
    - ii. Bank deposit
    - iii. Credit card up to 12 payment installments - we have the [Híbrido Installment Price](#) module that can show all parcels. The option should only be displayed on the detailed product page.
  - b. Customer CNPJ (PT-BR: Pessoa Jurídica)
    - i. Bank billet
    - ii. Bank deposit

- iii. Credit card up to 12 payment installments - we have the [Híbrido Installment Price](#) module that can show all parcels. The option should only be displayed on the detailed product page.
  - iv. Installment bank bill
4. A standard message should appear to every customer that choose installment bank billet option (PT-BR):
- “Atenção: seu pedido será faturado exclusivamente mediante crédito disponível na data de faturamento.”**

## ER-020 - Shipping Method

### Description

- 1. Shipping method installation will be sent
- 2. There will be at checkout the option to choose the delivery date, and add a note on delivery, for example, if the client wants it to be delivered in a different location, or has some note on delivery as a delivery time restriction, etc. The available date options will be managed by the admin panel Magento, to make these options available we must install this module [Delivery Time](#)

## ER-030 - Product

### Description

- 1. We'll use 3 types off products: Simple, Configurable and Bundle.
  - a. Simple products will be used to control stock.
  - b. Configurable products will be used to show the variations which the user can choose.
  - c. Bundle products will be used to create products kits.
- 2. Its necessary to create the following attributes for integration (PT-BR):
  - a. Formato
  - b. Papel
  - c. Impressão
  - d. Alça
  - e. Enobrecimento

- f. Quantidade por pacote
  - g. Acondicionamento
  - h. Tipo de Compra (that will be used by group of products)
- 3. The image should be changed according to the choice of attribute (color, size, etc).
- 4. The unit of measurement of the product is quantified by modules (closed package, for example: 100 package/module) and the final customer can add in the cart the quantity he wants 1,2,3 modules (of 100). This information of product quantity per MODULE must be clear in the product description so that the final customer has clarity of the units purchased.
- 5. We must display the products without stock and with the option “Notify me when available” (PT-BR: “Avisar quando estiver disponível”).
- 6. Add zoom at product image as the cursor is over it.
- 7. Its necessary to install this module Low Stock Notification Email to Admin [Módulo LoW Stock Notification](#) for stock control
- 8. There will be two types of products without stock:
  - a. The product that has run out of stock will continue to appear on the site with the product message unavailable with the option to notify me when it arrives. And they will only stop appearing if it is inactivated in the Admin panel.
  - b. Product that will be sold as pre-sale, it has no stock (can be sold with negative stock). It would have a different delivery time, but this needs to be manually placed today in the product description, or, use the native function of [Backorders](#) .
- 9. It's necessary to install this module [Specific products magento](#) to manage catalog permission.

## ER-040 - Categories

### Description

- 1. The category tree will be default to Magento.
- 2. The categories and subcategories will be (PT-BR):
  - a. Hambúrguer:
    - i. Caixa articulada com tampa e barreira de gordura
    - ii. Saquinho batata fundo matador
    - iii. Saquinho hambúrguer fundo matador
    - iv. Caixa kit combo (hambúrguer, batata e suporte para latinha)

- b. Confeitaria/padaria
  - i. Caixa triangular para torta com barreira
  - ii. Caixa baixa para docinho/donuts/tortinhas (com barreira)
  - iii. Saco para pão com e sem visor
  - iv. Caixa para torta inteira ajustável (sem barreira)
  - v. Caixa sem colagem tampa e fundo panetone com mensagem (sem barreira)
  - vi. Caixa para panetone (com e sem barreira)
- c. Japonês
  - i. Caixa baixa para sushi (com barreira) – opção 1
  - ii. Caixa baixa para sushi (com barreira) – opção 2
  - iii. Caixa triangular para temaki (com barreira)
  - iv. Cinta temaki
  - v. Caixa yakisoba (com barreira)
  - vi. Barca grande para sushi (com barreira)
- d. Outros
  - i. Barca grande para açaí (com barreira)
  - ii. Sacolas delivery
  - iii. Sacos delivery
- e. Porções
  - i. Caixa to go P
  - ii. Caixa to go G
  - iii. Caixa to eat P
  - iv. Caixa to go G
- f. Pastel e hot dog
  - i. Caixa bivar com zíper e um fundo fechado (com barreira)
  - ii. Caixa bandeja com serrilha (com barreira)
- g. Refeição
  - i. Caixa cupcake adaptada (com barreira antivazamento)
  - ii. Caixa e-commerce adaptada (com barreira antivazamento)
- h. Bebidas
  - i. Sacolas para bebidas (1 garrafa)
  - ii. Luva de copo
  - iii. Porta copos
- i. Adicionais
  - i. Papel barreira
  - ii. Guardanapo sache
  - iii. Porta talher
  - iv. Papel térmico
  - v. Potes para molhos com tampa
  - vi. Etiqueta de segurança

- vii. Etiqueta lacre
  - j. Personalizado com minha marca
3. We will have Magento's standard sorting filters, which can be configured via admin panel
  4. We will have the display parts in Grid and List
  5. All categories can have banners (fixed) and descriptions (this is Magento standard).

## ER-050 - Customers

### Description

1. Its necessary to add fields for customer registration (non required), that must be installed and configured by this module [Customer Attributes](#). The additional fields will be (PT-BR):
  - a. A que Grupo ou Marca você pertence?
  - b. Você é uma Filial ou Franquia? Qual o nome da Filial ou Franquia?
  - c. Quais as Marcas que você representa?
  - d. Segmento de atuação
2. We will have individual (PT-BR: Pessoas Físicas) and corporate clients (PT-BR: Pessoas Jurídicas). In the customer register, must have the option to select Pessoa Física or Pessoa Jurídica. When selecting one of these options, the fields on the form must correspond to the respective profile selected.
3. Its necessary to use this module [Webkul Split cart](#) to add different types of products in the same cart, according with the attribute PT-BR Tipo de Compra
4. Use this module [Amasty payment restrictions](#) for restrictions payment by customers group

## ER-060- Marketing

### Description

1. We will sent module for Marketing
2. We will sent module for chat
3. Use this module [Advanced Product Feeds for Magento 2 da Mirasvit](#) for Feed XML



## ER-070 - SEO

### Description

1. Must install this module [Mageplaza SEO](#) for SEO functions.

## ER-080 - Blog

### Description

1. Use this module [Mageplaza Better Blog](#) for creating and editing the blog page.

## ER-090 - Magento Translation

### Description

1. We'll have to install the Brazilian Portuguese translation module [tradução Magento 2](#)

## ER-100 - Social Share

### Description

1. To display the social networks and perform the sharing at the product page we can use the module [Social Share for Magento 2 da Magebees](#)
  - a. Icon features:
    - i. **Facebook Messenger:** When the user clicks on the icon, he must be redirected to the Facebook Messenger and then he needs to choose who he wants to share the link with.
    - ii. **Instagram:** When the user clicks on the icon, he must be redirected to Instagram's Direct Messenger and then he needs to choose who he wants to share the link with.
    - iii. **WhatsApp:** When the user clicks on the icon, he must be redirected to WhatsApp and then he needs to choose who he wants to share the link.

## ER-110 - Layout

### Description

1. It's necessary to develop the pages with the possibility of alteration of content via panel, as well as creation and editing of pages, content blocks and images (drag-and-drop editor)
2. The design for all pages, desktop and mobile are available in this [link](#).