Business Requirements Report

for

Bazaar Ceramics

Development of company website

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| **Version History** | |
| **Version #** | **Date** | | **Revised By** | **Reason for change** |
| **0.0.1** | **01/10/2020** | | **Alessandro Ferro** | **NA** |
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1. **Introduction**

**Purpose**

The purpose of this document is to address the needs and expectations of Bazaar Ceramics in relation to the development of a company website.

Currently the on premises art gallery serves to display and as a sales point for walk-in customers, which represents the majority of the company’s clientele.

Due to the company’s successful expansion on international markets and to keep up to pace with newer techologies and trends, Bazaar Ceramics decided to develop a company website to promote their products and facilitate the commuication with the customers.

For their expansion Bazaar Ceramics relied on sectors magazines, journals and brochures to market their products. Keeping these publications up to date proved to be costly and more than one customer asked why the company doesn’t use a much more efficient website instead.

The company also relies on phone calls and order forms for orders and this could be addressed and automated by a website.

A website would give Bazaar Ceramics the opportunity to display and update their catalogue in a cost effective way and would provide an automated sales point for all the customers that are not within reach from the gallery.

A website would also provide the customers with the possibility to register, give feedback and suggestions and overall improving communication with the company.

**Scope**

The scope of this document is to identify and describe the business requirements obtained through interviews and documents provided by Bazaar Ceramics, and how the system to be developed will address them.

**Overview of Document**

In the following chapters, this Business Requirment report will offer an overview of the system and the environment in which it will operate, including the staff and the technical literacy required to operate it.

The document will than proceed to give an overview of the functional requirements of the website and will focus on the different users interactions with the system. This chapter will also contain a brief overview of the non functional requirements.

The document will than analyse the methodology used to gather the infromation used to create this report and how the methodology has been implemented.

In the last chapter of the document the conclusions will be presented to the reader.

1. **Problem/ Opportunity Statement**

**Opportunity**

Bazaar Ceramics would like to:

* Increase sales on the national and international market
* offer an up-with-the-times immage to their customers
* improve communication with their customers
* reduce marketing costs
* keep brochure constantly up to date
* capture sales metrics
* showcase the entirety of their catalogue
* streamline the order process
* sell products directly online.

**Problem**

Bazaar Ceramics can’t:

* sustain the reduction of the ROI due to gallery and international gallery costs
* rely solely or as major source of sales, on the walk-ins customers of the art gallery
* keep relying on out-dated and error prone manual order forms
* keep updating the catalogue on paper magazines, journals and brochures
* be left behind by the competition.

1. **Functional Requirements**

This chapter discuss the interactions of different users with the system. Two different main types of user have been identified: Customer and Admin. Some of the functionalities can be performed by both types of user, while some others are specific to each.

What follows is a summmary of the functionalities that have been identified for each of the different types of user.

**User**

Login – A customer can access the website by using a valid email and the associated password

Browse products catalogue – A customer can broswe the product page of the website

View Details – A customer can vew the details of a product.

**Customer**

Register – A customer can sign up to the website by using a valid email and by creating a password

Add to cart – A customer can add a product in the shopping cart

Checkout – A customer can make a payment

Contact Bazaar Ceramics – A customer can feel a fom to contact directly the company.

**Admin**

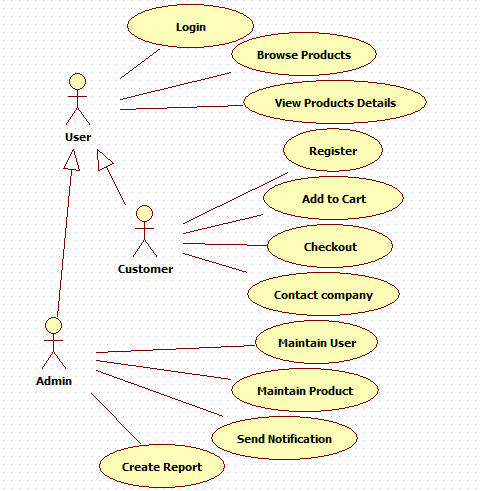
Maintain user – An admin can create, read, update and delete a user (customer or admin)

Maintain product – An admin can create, read, update and delete a product from the catalogue

Send notification – An admin can contact a specific user with a notifiaction.

The foollowing use case diagram gives a simplified view of the users interactions with the system.

For the sake of simplicity only the interactions between the system and the human actors have been included.



At the current stage every customer is considered as a registered customer, therefore the above use case diagram doesn’t consider the possibility of an unregistered customer.

Each of the use cases mentioned above requires the system to interact with the database and to the system clock. For the purpose of this document it is not considered necessary to represent these interactions on the diagram.

**Non Functional Requirments**

At the current stage there are no in depth specifications for non-functional requirements.

Following are list of general considerations the website has to be expected to meet.

Security

* Access to the system granted only through the use of email and password
* Authorization to the functionalities of the system has to be assessed for the different users
* Session management has to include inactivity timeouts, durations, actions and traceability
* Data need to be backed up regularly (consider cloud option)
* Encryption of sensitive data

Capacity

* The system must be capable to seamlessly handle transactions at peak time of users traffic
* The system must be capable to store the amount of data required and to scale accordingly

Performance

* The acceptable threshold for loading pages is of two seconds. Every value exceeding the threshold is to be considered unacceptable.

Availability

* System uptime as close to 100% as possible
* Downtime

Responsiveness

* The website has to be designed with mobile usability in mind

Accessibility

* The website has to be accessible by people with disabilities

Reliability

* The system has to be designed to handle errors and rainy-day scenarios without compromising the user experience.

Usability

* Must be easy to use (Customers)
* Must allow non technically oriented people to operate and maintain (Admin)

1. **Methodology**

To gather all the infromation used to write this report, a different range of methodologies has been used.

The business owner has been interviewed in two different occasions and the interviews have been transcripted for reference.

Relevant company documentation has also been referenced. The documentation inlcludes:

* Mission statement
* Organisational chart
* Job profiles
* Pricing structure
* Strategic Direction report
* Strategic plan
* Internal Memos
* Forms
* Catalogue and brochures

The purpose of gathering these information is to identify patterns, similarities and disparities between data. Once the data have been categorised, they can offer an overview of what are the needs of the company that must be addressed by the website and the business requirements can be extracted.

To further improve the chances to meet the customer exectations, the business requirements have been ordered in a hyerarchy that reflect their importance in absolute terms (from the most important to the least important. Two requirements cannot share the same stat), their relative importance (each requirements is marked according to how important is considered. Multiple requirements can have the same stat) and ease of realization.

1. **Analysis Methodology**

The analysis of the transcript from the interview with the owner, and the analysis of the document provided by the company, allowed to identify those areas that can and should be addressed by the realization of a website for Bazaar Ceramics.

The interview has been conducted with a mix of open and closed questions. The purpose of the question was to obtain a clear representation of the context in which the company is.

The client has been asked questions related to the past of Bazaar Ceramics. The events that lead the company to its actual position are important to better understand what drives the company, what opportunities are being missed out and what challenges the company is facing at the moment.

During the interview, questions about the current position and status of the company have been also asked, to complete the contextual pcture of the company.

Lastly, the client has been asked about the expectations and future direction the company is aiming at.

**Result**

* The company’s major revenue source are walk-ins customers
* The company has seen an opportunity in the larger national and international market
* Despite the interest of the international market, the current measure to increase their presence internationally are proving ineffective and offer little return on the investment.
* The client is afraid that by the lack of an online presence, the perceived value of their products by the customers would decrease.
* The client expectatons are:
  + To give better and more current visibility to their products
  + To cut the expenses linked to promotion on international markets
  + To streamline and automate processes, thus reducing staffing costs, mistakes and improving the customers experience
  + To improve communication with the customers.

Cross-referencing the results of the interview with the documentation provided, allowed to identify similarities and dissimilarities and ultimately provide more useful information.

The **Job Profile document** outlines each employee role and responsibilities. It reflects a structure created to deal with the internal market and doesn’t make **any mention of international market** in any of the profiles.

Furthermore, some of the tasks mentioned in the job profiles could be automated, thus reducing the resources required for that task.

The **pricing structure document** describes the policies for prices modification of the objects and application of discounts by the manager of marketing and sales.

* **Products prices are dynamic**, which implies that:
  + Prices published are unreliable and becomme easily outdated
  + Keeping the publications up to date with the prices can be cumbersome and costly.

The **Strategic Direction Report** reinforce the infromation obtained in the interview and add some new data.

* The recent focus on international ceramic art market gave positive results.
* High costs of maintaining the gallery and to market the product internationally, have a negative effect on the ROI.
* Local retail sales are the main source of revenue.
* Returning customer express the need for a website to streamilne and automate processes.
* Competitors are successfully pointing on the online market.
* **Greatest potential of growth is in international the art market**.

The **Strategic Plan** lists the strengths and the weaknesses of Bazaar Ceramics, and the opportunities available in the external environment. On top of the information reinforced in the document, new data are contained in the strategic plan.

* Bazaar ceramics currently cannot capture sales information
* There is a no better specified “IT infrastructure”
* No techical personnel emplyed by the company

The **Critical Issues and Strategic Objectives Report** mostly reiterate the same information outlined above. However a new piece of information emerges.

* A new shipping process directly from the remote workers should be implmeented to avoid double handling of the product.

The **Internal Memos** provide a more in depth insight of the company status, problems, opportunities and goals.

* ROI is decreasing despite sales are increasing
* In the last five years:
  + Counter sales have doubled
  + Phone/fax/email sales have grown more than three times (mostly international and interstate).
  + Account sales, which were implemented only in the last three years, have more than doubled.
* The markup on the sales for each type of customer is reducing by the year.
* The cost of goods has increased in the alst five years.
* Remote workers cause double handling of the product, but leave the workshop area free to display more products to the customers
* Sales report are slow to produce and result incomplete.
* Brochures and other publication are ineffective at showing the product and quickly outdated.
* Customers want access to product details.
* Customers are concerned about security.

**The forms used within the organization** show that process of collecting the information required to place and record orders could be easily automated, reducing the amount of work and the possibility of mistakes.

**The product information** are currently printed on magazines and brochure, which is very expensive. Some of the information are static and require little to no change over time. Other information, such as the price, are dynamic and more subject to change. Considering that it is not possible to change the print on a brochure, it would be better to have the information available on a website, where they would be available for every customer and could be redacted and modified without any additional cost.

1. **Analysis Procedure**

By analysing the identified functionalities, we can try to infer the business requirements and we can hyerarchically order them by importance and ease of realization.

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| **Business Requirement** | **Absolute Importance**  **1-16** | **Relative Importance**  **5-10** | **Relative Ease of Realization**  **5-10** | **Final Rating** |
| Conduct transactions over the internet | 13 | 10 | 7 | 70 |
| Display products on screen | 12 | 10 | 8 | 80 |
| Provide authentication and authorization | 11 | 10 | 9 | 90 |
| Display a privacy policy | 10 | 8 | 10 | 80 |
| Update inventory accordingly to sales | 9 | 8 | 7 | 56 |
| Display correct and current pricing | 8 | 10 | 8 | 80 |
| Capture customer details | 7 | 7 | 7 | 49 |
| Accept multiple payment methods | 6 | 7 | 7 | 49 |
| Produce sales report | 5 | 8 | 6 | 48 |
| Display products details | 4 | 7 | 8 | 56 |
| Enable a “contact us” facility | 3 | 6 | 9 | 54 |
| Provide “About us” information | 2 | 5 | 10 | 50 |
| Display a return policy | 1 | 5 | 10 | 50 |

1. **Conclusion**

Bazaar Ceramics is growing fast and has good opportunity to expand, especially on the international market, which is recording the most impressive growth.

However this growth risks to be hindered by some issues and inefficiencies within the organization procedures.

Until a few years ago the local retail market has been the most important one, so much that Bazaar Ceramics had to move from their original location to a place with a bigger showroom. Today the showroom is almost considered unnecessary and the client is considering to rely on different means to advertise the product to customers.

Also the paperwork within the company and the paperwork required to the customers to place an order is consider cumbersome, prone to error and slow down almost every process.

The current marketing tools used by the company, although somewhat successful, are not giving back the results expected, mostly in terms of ROI.

At the current stage the development of a website can potentially address and solve all of the problems identified so far.

A website would offer a display for the company’s product, easily reachable by customers all over the world. The system would offer a way to the customer to buy the products directly online and would automate the production of sales orders and sales reports.

An agile and up to date system would also improve the company’s profile.

These document is to be cosidered as a firt draft and ubject to reviews and changes when needed, to keep the document current and consistent with the need expressed by Bazaar Ceramics.