Vision and Scope Document

**for**

Fleeky Hub

**Version 1.0 approved**

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**SPOTLIGHT**

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***Vision and Scope for Fleeky Hub Page ii***

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# Revision History

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| **Name** | **Date** | **Reason For Changes** | **Version** |
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# Business Requirements

The project's output is to provide a website for customers to browse items, navigate, make purchase products of Fleeky Curtains and an administrative side that will help the family members manage their business activities efficiently.

The specific objectives of the project are the following:

1. Reduce 50% of the staff’s time in handling product inquiries of customers on the product and the frequently asked questions by posting supplementary and detailed information at the site.
2. Provide an order management page that lists all the customer orders and their status of completion that will guide/assist the staff in fulfilling the customer’s request/s in real time and to avoid duplication of work and keep the staffs informed.
3. Digitize the manual encoding of customer orders, information, sales, expenses.
4. Generate sales performance report monthly and product trend based on (color and fabric) the sales data collected by the website.

## Background

Fleeky curtains is currently an online business shop that provides comfort, joy, and warm satisfaction to customers with their curtain needs. It is established in 2021 and currently residing their operations and manufacturing at the local household where expertise and experience comes hand-in-hand, to strengthen the business in catering services and products directly to the client/s need. The business also strives to position themselves in the competition by providing top-notch services, products, and purchase experience to the consumers at all consumers.  Fleeky curtains also aims to grow their market share on home product industry by observing and adapting to the behavior of a consumer. The traits of Fleeky Curtains are reflected based on the observable morale and qualities the leading members have. They also aim to strictly perform strong qualities on a product to be used by the public.

During SPOTLIGHT’s search for potential clients, the group managed to find a 1-year-old aspiring business called Fleeky Curtains, managed by Ms. Mitzi Garcia. Fleeky Curtains is an independent family business that provides curtain products. It is an online business shop providing top-notch service, products, and shopping experience to a wide range of customers with regards to their home needs. It was established in 2021, and currently residing their operations and manufacturing at their local household where expertise and experience comes hand in hand, to strengthen the business in offering services and products directly to the client’s need. Fleeky Curtains aims to grow their market share in the home product industry by observing and adapting to the behavior of the consumers. Fleeky Curtains ensure that their traits are observable morale and qualities such as persistence, competitiveness, strong integrity, and versatility. Lastly, they also aim to strictly perform on such strong qualities by showing it on a product to be used by the consumers.

## Business Opportunity

Considering the employees in the business, it consists of the members of the family where they take charge of the sewing, assemble the packaging, the messages at Facebook, Shopee inquiries, product inspection, and one that list and encode to document the transactions and customer information. Even though they like to put in enough human resources, still the business wishes to accomplish tasks at an efficient rate.

Having a limited number of employees means they are bound to achieve less activities.

1. Lack of workforce/personnel – that affects the following:
   1. Production time – products will be produced in a much slower rate/pacing.
   2. Packaging time – when there is no assistant, the staff finishes the tasks behind time.
   3. Encoding time – transactions are not updated regularly, and it is manually encoded one by one for each customer. Moreover, the number of products and raw materials are not recorded usually.
   4. Inquiries – most of their customers frequently ask for the same information and photos of the product.
2. Available products are not checked regularly and updated when there are changes to the quantity of items or new products are added to the inventory room.
3. Expanding the potential clients outside the scope that the business can serve and cater in their new and existing products.
4. Strategize based on the existing data and customer profiles.

Fleeky Curtains always handles customer inquiries at Facebook and whenever they message, they always do leave their booking information at the chat. This is where the role of the employees extends their work for the customer. They create the order and courier booking for the customer so that the rider can pick up the parcel and deliver it to them. It is a straightforward process but takes a lot of effort and time from the employees involved. But after all this process, it does not stop because the staff also do encode the customer details at Excel and record the product that he/she purchased and its value, the quantity, and the type of product so that Fleeky Curtains would know which product is selling the most and how much did they sold in a month.

Instead of employees be overflowed with work at the repetitive inquiries and creating booking and orders for proxy, the project will create a website so that customers can just direct their orders at the website and the employees of Fleeky Curtains will just acknowledge it and prepare for the items ordered.

## Business Objectives and Success Criteria

## Main Objective

The project's output is to provide a website for customers to browse items, navigate, make purchase products of Fleeky Curtains and an administrative side that will help the family members manage their business activities efficiently.

## Specific Objective

The specific objectives of the project are the following:

1. Reduce 50% of the staff’s time in handling product inquiries of customers on the product and the frequently asked questions by posting supplementary and detailed information at the site.
2. Provide an order management page that lists all the customer orders and their status of completion that will guide/assist the staff in fulfilling the customer’s request/s in real time and to avoid duplication of work and keep the staffs informed.
3. Digitize the manual encoding of customer orders, information, sales, expenses.
4. Generate sales performance report monthly and product trend based on (color and fabric) the sales data collected by the website.

Fleeky Curtains wants to showcase their products and the value they are bringing through the social media lines that have a heavy traffic. These consumers get inspired on the things they see online and we wanted them to see our products as a potential in their selection through servicing the customer needs and also to satisfy their purchase at our shop. Fleeky Curtains’ is not just a product selling brand but a brand that sells comfort and satisfaction to their customers while providing a wide range of services and

## Customer or Market Needs

In the scope of serving customer needs and the market, Fleeky Curtains define itself as a business that sells comfort and satisfaction to its customers. But when it comes to the market, there are a lot of sellers that produce curtains based on the market level they are targeting but in the general scape of the market need, it is based on the following:

1. Privacy: Many clients are interested in keeping their homes safe from the outside and any potential threats that may put the household at risk of theft. Availing such product at their windows offer seclusion and keep people from looking inside.
2. Light control: Playing the role of privacy, some customer desire their draperies to keep direct sunlight away from their room. So that they can dampen the bright sunlight going side and reduce the heat it brings to the home. For instance, blackout curtains can entirely block out light, whereas sheer curtains can let in some natural light while still granting some seclusion.
3. Decoration: A lot of buyers make their decisions on their aesthetic tastes and how drapes will fit into their interior design schemes. Customers may pick curtains that complement their particular taste because they are available in a broad range of hues, designs, and materials.
4. Energy Efficiency: Insulated draperies such as heavy dimming block out, can assist in lowering AC consumption in rooms that are kept cool since direct sunlight or UV rays contribute to making the home warm.
5. Noise Reduction: The quantity of noise that enters a home can be reduced by using curtains with thicker materials or acoustic qualities, which are available to customers who live in busy locations.

In bringing the side of the clients, these customers do check based on the following and their requirements:

1. Affordable: Although some consumers might be ready to spend more for premium curtains, many consumers are searching for reasonably priced choices that nonetheless satisfy their demands. To appeal to a wide spectrum of customers, manufacturers and merchants must strike a balance between quality and cost.
2. Customized: Consumers desire the option to alter their curtains to suit their own requirements and preferences. To satisfy various client preferences, manufacturers would need to provide a broad variety of sizes, styles, and colors.
3. Uniqueness: Consumers likes to picture out the product in their home if it will suit to the theme inside their home. Giving the customer a point of reference, a photo, let them help decide on the product they will be selecting.

Typically, the demographics of the consumers of Fleeky Curtains are users of the popular social media lines in the Philippines. They are predominant at showcasing their products in Facebook since a lot of Filipino users are active at this social media site. Through years of business, Fleeky Curtains have already gotten some viable information when it comes to online selling and customer habits and behavior which were stated above by their personalized criteria or habits they show. Customers do vary time to time and whenever someone knocks at their social media lines, Fleeky Curtains assists them accordingly based from their needs. Since most of these customers are knowledgeable to operate their application and ordering online, the E-commerce site is one way to make their purchase to the business.

## Business Risks

There are several business risks linked with selling curtains online. A curtain firm may encounter the following risks, which are among of the most frequent:

1. Cybersecurity risks: Internet commerce platforms are susceptible to assaults that might lead to the loss of confidential consumer information or interfere with daily operations. To secure their data and client information, businesses must make sure they have proper security measures in place.
2. Logistics and shipping: To deliver their goods, online selling platforms must rely on logistics and shipping partners. Inaccuracies or delays in the shipping procedure might lead to missing or damaged goods, unhappy customers, and perhaps lost sales.
3. Reputation risks: Include negative customer experiences like subpar products, delayed delivery, or bad customer service. Negative criticism may be amplified through social media and online review platforms, therefore it's critical for businesses to actively manage their online reputation.
4. Pricing and competition: The internet marketplace may be quite competitive, with numerous merchants providing the same things at various price points. To preserve profitability while still being competitive, businesses must control their pricing strategy.
5. Technical risks: Online selling platforms depend on technology to run, and problems with that technology can cost businesses money and make customers unhappy. To reduce the risk of technical difficulties, businesses must have a strong technological infrastructure.

To guarantee the long-term viability of their business, Fleeky Curtains must evaluate and reduce these risks. A curtains company can lessen the potential negative impact on their business and customers and position themselves for success in the online selling space by putting measures in place to manage these risks, such as investing in cybersecurity, working with reputable logistics and shipping providers, offering top-notch customer service, and complying with legal and regulatory requirements.

# Vision of the Solution

The group is developing a one-of-a-kind site that offers an amazing experience and limitless options that hopes to alter the way people purchase online. SPOTLIGHT wants to provide a wide range of carefully chosen items from the best brands in the world, as well as cutting-edge tools and features that make shopping enjoyable, simple, and customized. Our mission is to encourage and enable our customers to find, evaluate, and buy items that are tailored to their specific requirements and preferences while also providing them with unmatched ease, security, and value. The group wants to redefine e-commerce by utilizing technology, data, and creativity to establish Fleeky Curtain as the most dependable and adored online marketplace on the local business.

## Vision Statement

Our goal is to establish a website that sells the finest curtains and window coverings, intended to beautify and change any living space. We are dedicated to offering our consumers a carefully chosen variety of distinctive and fashionable items, as well as professional guidance, adaptability choices, and first-rate customer service. By assisting them in selecting the ideal curtains that reflect their unique tastes and lifestyles, we hope to enable our clients to express their creativity and uniqueness. By utilizing technology, design, and innovation, we hope to redefine online curtain purchasing and establish ourselves as the go-to resource for consumers, interior designers, and builders looking for quality, dependability, and value.

## Major Features

For Customers:

1. Product Catalog: A thorough inventory of blinds, drapes, curtains, and other window coverings with top-notch pictures and in-depth explanations.
2. Advanced search and filter tools make it simple for buyers to locate goods according to their preferences, such as color, style, price, or material.
3. Easy Checkout: An intuitive checkout procedure that protects consumers' privacy and data by integrating a secure payment gateway and offering a variety of payment choices.
4. Order tracking: Using an online account, clients may follow their orders, get notifications, and arrange returns or exchanges.

For the Admin:

1. Inventory Control: A powerful inventory management system that enables administrators to monitor product stock levels, create low-stock warnings, and automatically change the status of product availability.
2. Order Management: A system for managing orders that enables administrators to see, manage, and process orders from a single dashboard. This system also enables admins to control order status, produce shipping labels, and track shipments.
3. Analytics and Reporting: Admins may make data-driven decisions to increase the functionality and profitability of their websites by using an analytics and reporting tool that gives them insightful information about website traffic, consumer behavior, and sales success.
4. User Roles and Permissions: A role-based user management system that gives administrators control over which user groups, such as personnel, vendors, and partners, have access to the website's services and data.

## Assumptions and Dependencies

In creating a website for Fleeky Curtains, targeting the customers and their market should be considered on the following assumptions and dependencies:

Assumptions:

1. Consumers will be interested in buying curtains online and will trust the website to deliver high-quality items and customer service.
2. There is a substantial market demand for curtains and window coverings to meet the website's business strategy and revenue targets.
3. When compared to other online and physical merchants, the website will be able to provide comparable prices.
4. The website will have access to a trustworthy and cost-effective supply chain for obtaining curtains from manufacturers and suppliers.
5. The website will be able to recruit and keep a strong team of web developers, designers, and marketing specialists to establish and operate the website.

Dependencies:

1. The website must be developed on a dependable, scalable e-commerce platform with adequate server speed and ability to manage large visitor levels.
2. To offer a smooth user experience and effective back-end operations, the website will need to interact with third-party services such as payment processors, shipping providers, and marketing tools.
3. The website must abide by the rules and laws that apply to e-commerce enterprises, such as those governing taxation, consumer protection, and data privacy.
4. To draw in and keep visitors, the website will need to be optimized for social media and search engines, with a solid content marketing and SEO plan.
5. The success of the website will depend on how well the marketing and advertising efforts promote the brand, increase traffic, and boost revenue.

# Scope and Limitations

The limits indicate any potential obstacles and constraints the website may encounter, while the scope outlines the parameters of what the website will be able to deliver. A curtain website's spectrum of services includes offering consumers all over the world a variety of curtains and other window coverings in various designs, colors, and materials. Also, the website will give users with ideas and suggestions on how to utilize curtains to improve the beauty of their houses, as well as personalization choices. A user-friendly layout, secure payment gateways, and effective order fulfillment and tracking systems are all priorities for the website's user experience. Nevertheless, there are limits to consider, such as the inability to give actual samples for clients to touch and feel, possible issues with correctly displaying product colors and textures, and logistical constraints in shipping to particular geographic regions. Businesses may build a successful e-commerce platform that fits the demands of their consumers while addressing possible issues by understanding the scope and constraints of a curtain website.

## Scope of Initial Release

In releasing the website for Fleeky Curtains, the content of products and the barebone of the whole site is our initial release that will consist also in linking the login of customers. This is also to visualize the website and subsequent changes to be followed.

1. The website will concentrate on selling window coverings to clients throughout the world, including drapes, blinds, and curtains.
2. To accommodate varied likes and preferences, the website will provide a large selection of items in a variety of designs, colors, and materials.
3. With user-friendly interfaces, secure payment gateways, and effective order fulfillment and tracking systems, the website will provide a smooth user experience.
4. Inventory Management that enables the admin and the staffs of the business to change the count of the products they are selling.

## Scope of Subsequent Releases

1. Customers will have the chance to customize their curtains on the website to their exact requirements.
2. The website will give users with inspiration, advice, and instructional information on how to utilize curtains to enhance their homes' beauty.
3. Integration with Third-Party Services: To simplify website maintenance and enhance user experience, integration with third-party services such as payment gateways, shipping providers, and marketing tools is used.
4. Admins may create, edit, or delete product pages, blog posts, photos, and other information on the website using a user-friendly content management system (CMS).

## Limitations and Exclusions

There are restrictions to consider, including the inability to provide tangible samples for buyers to touch and feel, possible difficulties with correctly depicting product colors and textures, and logistical limits in delivery to geographic places. Businesses may build a successful e-commerce platform that fits the demands of their consumers while addressing possible issues by understanding the scope and constraints of a curtain website. This also includes that the project will be limited at the products of Fleeky Curtains. Such orders with custom sizing will be developed in the future release of the projects.

# Business Context

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   4. Inquiries – most of their customers frequently ask for the same information and photos of the product.
2. Available products are not checked regularly and updated when there are changes to the quantity of items or new products are added to the inventory room.
3. Expanding the potential clients outside the scope that the business can serve and cater in their new and existing products
4. Strategize based on the existing data and customer profiles.

Moreover, when it comes to the staff, Fleeky Curtains mentioned that the people working there are family members. Meaning, that these people also have responsibilities in the day such as a student and an employee at a company. Due to time constraints, the staff just acknowledge customer orders on the day and create bookings and packages it at night, or whenever they are free. This is because the staff still have other agendas for the day, and yet they still fail to finish fast as everything ends late in the evening. Furthermore, Fleeky Curtains mentioned that handling and assembling the packaging of one customer order takes 25 minutes of their time, what more if they have an average of four customers per day?

With the background profile of the client, Spotlight interviewed one of the admins that handle Fleeky Curtains, Mr. Neil Albert Garcia. As they share their problem, progress, and execution when it comes to their general business operation, the group, along with Fleeky Curtains were able to discuss their pain points when it comes to handling their business. The following are some of the pain points emphasized by the client:

* Fees and expenses to the e-commerce platform takes a big cut of 7% on each sale Fleeky Curtains make.
* Shopee management and its platform for selling is generating bad sentiments for customers and potential customers due to its poor delivery system.
* Manually encoding each customer’s details and their purchase order/s takes up three (3) minutes of an employee’s time. Moreover, managing their orders is done manually through pen and paper.
* Raw materials and on-hand stocks are not documented and audited regularly, which challenges the employees to decide if products are needed to reproduce/replenish or not.
* Finding ways to expand their clients and markets in the industry.
* Employees are not informed of the orders that need to be handled and done.
* Manual reports and tracing the performance of the business.

With these struggles and problems, it gives SPOTLIGHT an opportunity to create a solution that can improve their daily work. That is why the group aims to create a website where customers can input and direct their orders at the site. Customers can easily navigate and check the products Fleeky Curtain has, and the employees of the business can easily trace and track the orders seamlessly. Moreover, Fleeky Curtains can organize their operations easily by letting their customer input their information rather than doing it manually.

## Stakeholder Profiles

* Improved productivity
* Efficiency driven
* Innovative and solutions provider
* Automation of previously manual tasks
* Ability to perform entirely new tasks or functions
* Conformance to current standards or regulations
* Improved usability or reduced frustration level compared to current applications

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| --- | --- | --- | --- | --- |
| ***Stakeholder*** | ***Major Value*** | ***Attitudes*** | ***Major Interests*** | ***Constraints*** |
| Executives | increased revenue | Strategizes accordingly based on the consumer and market status. | Richer feature set than competitors; time to market | Limited budget |
| Editors | Fewer errors in work | Highly receptive, but expect high usability | Automatic error  Correction; ease of use; high reliability | Must run on low to medium workstations |
| Developers | Crafting the business site | Customer and solution driven mindset that poses with strategies along with the stakeholders. | They are interested in ensuring that the website is functional, user-friendly, and visually appealing. | Must have an ample time and resources to finish |

## Project Priorities

A successful curtain website requires careful planning, attention to detail, and a focus on user needs and preferences. The design should be visually appealing, responsive, product catalog, payment processing, security, and customer support. The website should be integrated with a secure payment gateway and encryption to protect user data. By prioritizing these key areas, businesses can create a website that meets the needs of their customers and helps them achieve their business goals.

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| **Dimension** | **Driver (state objective)** | **Constraint (state limits)** | **Degree of Freedom (state allowable range)** |
| Schedule | Release 1.0 to be available on January 23  Release 2.0 to be available on February 25 | Limited access to features | User experience and design for catalogue and view for |
| Features | Release 1.0 – main catalogue of products and sign-in/up  Release 2.0 – add to cart, manage orders, buy products, adjust items |  | 70-80% of high priority  features must be included in release 1.0 |
| Quality | Unit tester for release will be utilized for checking | Limited access to feature and project delivery | 90-95% of user acceptance  tests must pass for release 1.0, 95-98% for release 2.0 |
| Staff |  | Maximum team size are 2 developers + 1 testers |  |
| Cost |  |  | Budget overrun up to minimal to 0% expenditure. |

## Operating Environment

An online e-commerce platform, accessible to anybody with an internet connection and a device that can access the internet, like a computer or mobile phone, is the setting in which a curtain website will be utilized. Customers will use the website to explore, choose, and buy curtains, while administrators will use it to manage items, orders, and customer information.

The website in the development should be always readily available so that clients can explore and buy curtains whenever they want to. This calls for a dependable hosting provider that can manage huge traffic volumes without experiencing outages or server failures.

The website must be secure and shield user data from unwanted access in order to maintain its integrity, including payment and personal information. To thwart hacking attempts and other security breaches, the website should employ SSL encryption and have robust password requirements. Also, the website needs to abide with pertinent data protection rules like GDPR and CCPA.

To provide a smooth and secure user experience, the environment in which a curtain website will be used needs to have high levels of availability, dependability, performance, and integrity. Prioritizing these demands and taking action to guarantee that the website complies with them are the duties of the website development team.