

Vision and Scope Document

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1 Product Vision and Business Requirements

1.1 Business Requirements

Background

Nowadays more and more furniture is bought at online webshops instead of at physical stores. *Seats and More*, a chain of furniture stores, aims to offer their customers a unique shopping experience that will please a growing group of returning customers to their physical store. This way they hope to attract both customers who are currently still buying at their physical stores as well as customers who are currently shopping for furniture online.

Business Opportunity

Seats and More has suggested an application that runs either on customers phones or phones available at the store that can *navigate* the customers through the store in a personalized manner while also recommending products to the customer, focusing on the products that they are interested in. This will allow clients to find the products they specifically are looking for faster and waste less time on products they are not interested in. Additionally, *Seats and More* suggested a *product reviews* system that customers can look at while shopping. It was also suggested to potentially bring customers together with a similar interest in products to further share their experiences on the products. This would allow customers to make a more weighted decision towards purchasing a product in the *Seats and More* store.

Business Objectives

- BO-1: Attract 30 % more old (customers that already used to come to the physical store) within 12 months.
- BO-2: Attract 50 % new customers that used to shop for furniture online within 12 months.
- BO-3: Increase sales by 40 % within 6 months.

Success metrics

- SM-1: 60 % of employees have said to have experienced a pleasant and unique shopping environment in the new quarterly survey.

- SM-2: 40 % increased profit within 24 months.
- SM-3: 50 % increased amount of customers in the store per day within 6 months.

Vision Statement

For both customers that like to come to physical stores and customers that like to shop online, the new *Seats and More* mobile application will offer a unique shopping experience in the *Seats and More* store that takes the customers through the store in a personalised way, as well as a recommendation and review system that helps the customers make a better decision. Unlike the current situation in the physical *Seats and More* store, customers will not get lost in the store, and be better able to find the products they are looking for thanks to the navigation and recommendation system.

Business Risks

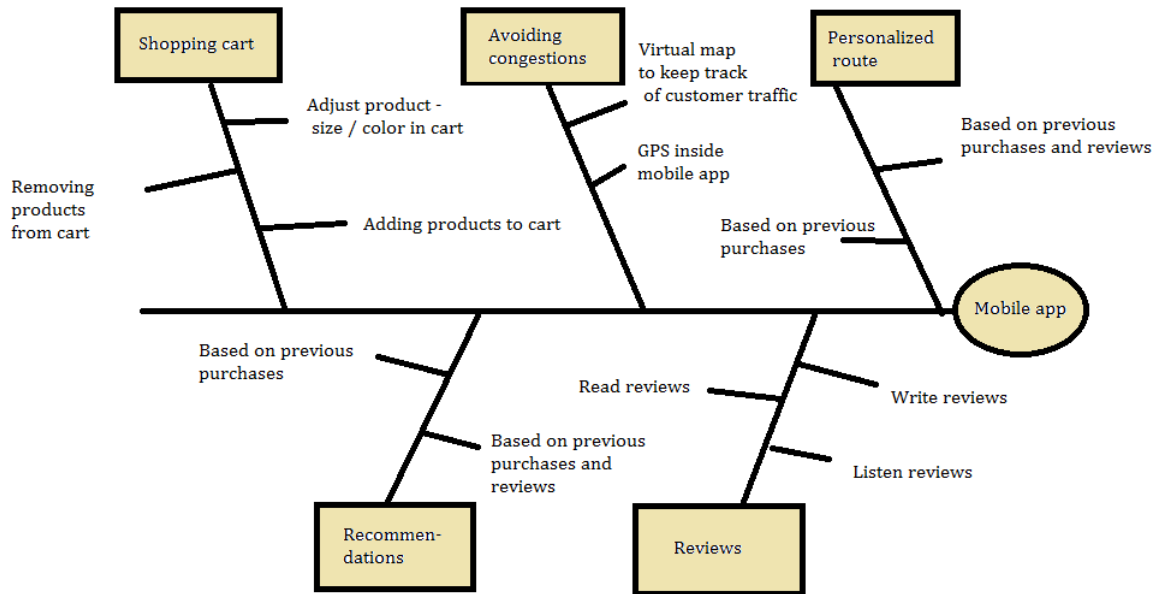
- RI-1: Too few customers might use the system, as they are not capable enough to use the mobile application.
- RI-2: Implementing a succesful system that is accepted by all customers might take long.

Business Assumptions and Dependencies

- AS-1: The majority of the customers will be interested in a new unique shopping environment.
- DS-1: If the mobile application is run on customers phones, the application must be compatible with every phone.

2 Scope and Limitations

2.1 Major features



- FE-1: Guide customers through the store in a personalized manner
- FE-2: Avoid congestions due to too many customers in one place
- FE-3: Give/write recommendations to the users based on their preferences, give alternative ideas if product is sold out
- FE-4: Read/listen/write product reviews
- FE-5: Place products in shopping cart

2.2 Scope of initial and subsequent releases

| Feature | Release 1 | Release 2 | Release 3 |
|--|--|---|-------------------|
| FE-1, Personalized route through store | Personalized route implemented based on previous purchases | Implemented based on previous purchases and recommendations | Fully implemented |
| FE-2, Avoiding Congestions | Not implemented | Implemented if time permits | Fully implemented |
| FE-3, Recommendations | Implemented if time permits | Fully implemented | |
| FE-4, Product reviews | Read/write product reviews implemented | Fully implemented | |
| FE-5, Shopping cart | Not implemented | Fully implemented | |

2.3 Limitations and exclusions

- LI-1: The website used to purchase from the shopping cart can only be used from the physical store
- LI-2: Previous purchases, recommendations and reviews written by a specific customer are bound to one physical store only, not all of the physical stores.
- EX-1: Organizing meet-ups for customers with similar interests
- EX-2: Products saved in a shopping cart on the mobile app can not be purchased via a website

3 Business Context

3.1 Stakeholder profiles

| Stakeholders | Values | Attitudes | Interests | Constraints |
|--------------|--|----------------------------------|----------------------------------|---|
| Management | More customers, increased sales | Strong commitment to the project | Profit (Income higher than cost) | None |
| Staff | Exciting work environment, Customer satisfaction | Concerned about being replaced | Job preservation | Training needed to help assist customers with new App |
| Customers | Low prices | None | Good products | Budget, ability to utilize App |

3.2 Project priorities

| Dimension | Constraint | Driver | Degree of freedom |
|-----------|---|--|--|
| Features | All features scheduled for release 2.0 must be fully implemented | | Features scheduled for release 1.0 can be at most 1 week late. |
| Quality | 80% of customers who used the application must be content | | |
| Schedule | Complete implementation of the application must not take longer than 12 months. | | |
| Cost | | | Budget can be overrun by 10% |
| Staff | | 3 developers, 1 tester, 1 project manager and 1 additional developer/tester if necessary | |