

User Requirements Documentation

Introduction

This project aims to meet a hole in the e-commerce market, a hole that has been created by a growing online retail space that makes it difficult for new business owners to create and sell their products. Shopimy aims to meet new business owners in the middle, providing an application that is intuitive, user-friendly, and focused on the experience of creation and usage. This lightweight-focused shop application targets global markets that will allow for new growth and exposure for new business owners who may not have the ability to reach them. The main objective of this application is to allow small businesses and social media users to be able to interact with and create their own shops. This will include the availability of showcasing simply one item or a catalog of items for users to browse through. One of the key features of the application will be an analytics dashboard, that will highlight trends in the shop's market (popular items, least bought, most viewed, etc) the dashboard will include total revenue, the average cost of a purchase, and total orders. Unique links are another feature that the application will have, for both a shop and an item. Additionally, when an owner is in the customization portion of their setup, pre-set layouts of what their shop can look like will be available.

Objectives

The main objective of this project is to allow small business owners and social media users to create their own online shops, with the intent to sell to users. Shop owners will be able to sell individual items or have an entire catalog available for users to browse designed with ease of use and simplicity in mind. A few other objectives included within the shop will be the ability to have integrated payment options for a larger availability to users, an analytics dashboard for shop owners to track performance, review ratings, and provide insight into user behavior, and unique links depending on if the user is viewing a shop, a category or an item.

Functional Requirements

Key Features of the application

- Users will be able to use Shopimy shops without having to make an account
- Users will be able to make wish lists of favorite items and can favorite stores, both of which can be accessed from the account to view
- Users can use an application designed with accessibility in mind.
- Store owners will have a store dashboard that will house insights and analytics on their store, in addition to being able to check and update inventory, make a product listing and create promotions.
- Store owners can customize their store in regard to colour, layout, pictures, banners and logos.
- Store owners can integrate their business social media accounts (META accounts) into their shop.
- The store shall have unique URLs for different stores/categories/products

User Requirements

The following table showcases the stories that our team will be working on for our application Shopimy. These stories do not include the subtasks associated with each. For a full scope of a story please view our teams sprint logs, located in the documents folder at documents/sprint_logs/.

Affected	Story
Shopping Cart	As a customer, I want to be able to add/remove items from my shopping cart
	As a customer, I want to be able to purchase all the items in my shopping cart at once, using the same delivery and payment information
	As a customer, I want to be able to see all the items in my shopping cart
	As a customer, I want to have different carts for whichever store I am currently shopping in
	As a customer, I would like to be able to view different currencies when checking out different currencies when checking out the item in my cart
Account functionality	As a user with an account, I should have a user profile page
	As a customer I want to be able to save my delivery and payment information to an account
	As a store owner I should be able to create an account to login
	As a customer, I want to receive notifications when my favorite shops update
	As a customer, I want to be able to create a wish list, or a favorites page of items and stores
	As a customer, I want to get a receipt after a purchase
Product Functionality	As a store owner, I want to be able to display if there are variations of a product (sizing, colour, etc)
	As a store owner, I want to be able to upload photos of my product to a listing

	As a customer, I want to be able to leave reviews and ratings on specific products and be able to view other users reviews.
	As a store owner, I want like scrolling banners when previewing my products
	As a store owner, I want to have specific timed release dates for my product(s) and when they are deleted
Store Functionality	As a store owner I want to display items and categories to customers
	As a customer I want ot be able to view stores on various different devices
	As a customer, I want to be able to use the store without having to login to an account
	As a store owner, I want to be able to shore my store with URLs that specify a specific focus of my store, store/ category/item
	As a store owner, I want to be able to add and edit items and categories to my store
	As a store owner, I want to be able to update the stock of my products, whether it be in stock or out of stock
	As a store owner, I would like recommended items from my store to appear when viewing an item in my store
	As a store owner I want to be able to delete my store
Store Dashboard Functionality	As a store owner , I want to be able to create the theme and add logos/branding to my store
	As a shop owner I would like a dashboard to help navigate my shop
	As a store owner, I want to be able to view insights on the store (trends, popularity, etc)
	As a store owner, I to have social media integration and be able to send messages about my products

	As a shop owner, I want to be able to send promotional emails to customers that have favorited the store