Team 5: Product Backlog

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Problem Statement:

In today's world, not everyone knows how to build an app and people are always looking for simpler solutions to deploy their app. SimpleSell provides a simple way for people to kickstart their business on a mobile app with minimal hassle by building a template-based mobile application that can be modified for the businesses' needs. It will be a platform similar to Shopify but focused on the mobile environment.

Background Information:

Audience
In a post COVID world, the online shopping experience has skyrocketed, and sellers are looking for different ways to get an online presence on the internet. SimpleSell is going to provide a simple and smooth way to help sellers sell their products online through a custom mobile application suited to the needs of the seller. Even though similar options exist, there aren't any good platforms focused on the mobile environment.

Similar Platforms
Several platforms offer such kind of services. Some of the popular applications are Shopify, Wix, Squarespace, and BigCommerce. Many of these applications have excellent UIs but also have complicated pricing. Some of these platforms also demand some technical knowledge to get started. Wix is a platform that offers several themes to select from and various secure payment options, however, Wix provides very minimal eCommerce features. Squarespace is a platform that offers excellent integrations with social media tools but also charges a hefty transaction fee.

Limitations
The major limitation of these platforms is that they are focused on the website development aspect and help sellers build a website that suits their needs. The UI of these websites is, often, very well designed; however, the UI can also be a major hurdle for first-time users of such websites. Additionally, the pricing scheme for such platforms can be very complicated and multi-layered, which can lead to higher costs than expected for the end product.

Functional Requirements:

1. As a seller, I would like to be able to register for a SimpleSell account.
2. As a seller, I would like to be able to log in using a username and password.
3. As a seller, I would like to modify my SimpleSell account details.
4. As a seller, I would like my password to be reset if I forget it.
5. As a seller, I would like Security Questions to make my account more secure.
6. As a seller, I would like to be able to add products to the inventory.
7. As a seller, I would like to be able to delete products from the inventory.
8. As a seller, I would like to add pictures to products.
9. As a seller, I would like to be able to accept orders.
10. As a seller, I would like to be able to add product descriptions.
11. As a seller, I would like to mark products as sold out.
12. As a seller, I would like to give discounts on the marked price.
13. As a seller, I would like to be able to make custom discount codes.
14. As a seller, I would like to have the contact information of my customers.
15. As a seller, I would like to see abandoned checkouts.
16. As a seller, I would like to create collections of products.
17. As a seller, I would like to create tags for different collections.
18. As a seller, I would like to categorize each product.
19. As a seller, I would like to see total sales.
20. As a seller, I would like to see products sold by the unit.
21. As a seller, I would like to see the average order value.
22. As a seller, I would like to see the total number of orders.
23. As a seller, I would like to see returning customer rate.
24. As a seller, I would like to be able to deny or accept cancellation/return requests.
25. As a seller, I would like to be able to change the price of items in my inventory.
26. As a seller, I would like to be able to view orders per customer.
27. As a seller, I would like to give products an SKU (Stock Keeping Unit) number.
28. As a seller, I would like to add my description.
29. As a seller, I would like to display my socials.
30. As a seller, I would like to be able to specify subcategories of the same products.
31. As a seller, I would like to choose a template that suits my product catalog.
32. As a seller, I would like to choose between grid or list view for my product page.
33. As a seller, I would like to like to set the app icon.
34. As a seller, I would like to change the looks and features of my app.
35. As a seller, I would like to be able to manage my profile.
36. As a seller, I want to accept external payment methods like PayPal.
37. As a seller, I would like to accept debit and credit cards.
38. As a seller, I would like an executable apk as the final product.
39. As a seller, I would like to receive an email notification whenever I get an order.
40. As a buyer, I would like to be able to create an account on the seller's app.
41. As a buyer, I would like to be able to reset my login details if I forget them.

42. As a buyer, I would like to be able to order things from the seller's app.
43. As a buyer, I would like to be able to look at my previous orders and purchases.
44. As a buyer, I would like to be able to use multiple payment interfaces.
45. As a buyer, I would like to be able to request a cancellation of my purchases.
46. As a buyer, I would like to be able to provide a reason for my cancellation request.
47. As a buyer, I would like to have access to the contact information of the seller.
48. As a buyer, I would like to get notified when the seller accepts/denies my order.
49. As a buyer, I would like to add addresses to my address book.
50. As a buyer, I would like to view my cart.
51. As a buyer, I would like to review my order before checking out.
52. As a buyer, I would like to view my purchase history.
53. As a buyer, I would like to delete addresses from my address book.
54. As a buyer, I would like to be able to search for specific items.
55. As a buyer, I would like to be able to see the pricing for the product on the search page.
56. As a buyer, I would like to keep track of products that I am interested in.
57. As a buyer, I would like to be able apply discount codes.
58. As a developer, I would like to be able to update and manage the user database.
59. As a developer, I would like to be able to add andor remove users.
60. As a developer, I would like to be able to customizemake changes to the available templates.
61. As a developer, I would like to potentially add more templates.As a developer, I would like to add more templates.

Non-Functional Requirements:

Architecture and Performance:

We plan to develop the front end and back end separately, as it would help us divide our workload and effectively split tasks between our teams. For the front end, we plan to use React JS. The backend will be based on a NODE JS server and MONGO DB as our database.

Security:

Security is at the core of SimpleSell. We will use various methods to protect the privacy of our users. We will verify all user input by checking against regular expressions to prevent SQL injections. All user passwords will be encrypted. A seller will only be able to access and modify his or her online shop. A seller can only view a buyer's username, order ID and contact details. The transaction itself will be handled by secure platforms such as PayPal, Google Pay, etc.

Usability:

The platform interface should be easy to navigate and use from the user's perspective. The user interface should also be well designed so that the customer can navigate the website with ease and convenience. The user should be able to design their application to their satisfaction using the website. Similar platforms do not provide customers with the functionality to develop custom apps to their needs.

Hosting/Deployment:

The frontend may be hosted on GitHub, while we can deploy the backend on a service such as AWS. The frontend and backend may also be able to update and deployed separately. We may use MONGO DB as our database.