Gate-Shop

Vision

# Introduction

In this document, we, the Gate-Shop Team, indent to present to you our vision, that is, the Gate-Shop. We will discuss the problem, which we intent to solve for the everyday user with our product, try to position the product in the marketplace, describe something about the stakeholder descriptions, define the user environment, overview the product perspective, assumptions and dependencies, needs and features, as well as introducing our competition and comparing it to our product. There can also be some other product requirements, which we will discuss at the end.

# Positioning

**Business Opportunity**

We think there is a proportion of the market, which has not been occupied as much in the past time, and that we can occupy with good confidence. As we already know, there are a lot of online shops and resellers, and being just another one of them would make it very hard to succeed. That said, our product intends to exist in between the classic online shops, and the end consumer.

## Problem Statement

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| --- | --- |
| The problem of | searching for a specific product on various online shops |
| affects | everyday consumers (online shoppers) |
| the impact of which is | to search many different online shops (which include getting used to many different UIs) and risking the dangers of getting scammed and/or to pay more for something that is available cheaper on other online shops |
| a successful solution would be | A uniform platform that could do most of the work for you; without the hassle of shopping online, as it is known today (similar to ceneje.si, but enhanced and more personal). |

## Product Position Statement

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| --- | --- |
| For | Online shoppers |
| Who | Wish to have a better, more intuitive way to shop for electronic parts and equipment |
| Gate-Shop | Is a software product |
| That | Helps their users pick the right device that they need at the best possible price |
| Unlike | Ceneje.si which only shows you the best available price for a product, that can be virtually anything |
| Our product | Is a computer-oriented gateway online shop, that not only finds the best deals, but can also check what you may need, learns about your shopping habits and suggests products for you. |

# Stakeholder and User Descriptions

The development of Gate-Shop is comprised of those who are only involved in the development but are not required to be actively included (at first only most known online stores, which Gate-Shop will support, but the list will keep on expanding (based on research and feedback of the users), and those who will be running the development itself (the Gate-Shop Team). At the time of writing, the included stores are expected to be Amazon, AliExpress, BangGood, GearBest, Newegg, and some private sellers (Anker, McDoDo, …). The user is also included.

## Stakeholder Summary

| **Name** | **Description** | **Responsibilities** |
| --- | --- | --- |
| User (shopper) | End consumers of the shop, combining all shops into one marketplace. | Buy products, use the shops intuitive UI in benefit to his shopping process, subscribing to e-mail newsletter, installing a browser extension, using the systems own build your PC feature for comparing compatible parts and suggesting better options |
| Advertiser | Firms who pay to advertise to target users on the shop. | Select target user groups, provide advertising content, receive reports of advertising viewing. |
| Shops | These are the individual shops that we intend to incorporate into our shop. | To provide data needed to include these individuals into our system and keep this data updated. |
| Administrator | Highest authority on the site who manages and monitors shop activity. He can also update data manually if needed. | Approves any out of the ordinary activity (or disproves), edits shop data, control advertising on the site and generally keeps things under control and under maintenance. |

## User Environment

The working environment of the target user will be within a web browser-based application that can adapt even for mobile device usage (responsive bootstrap). In the future, if the project decides to go fully mobile, there is also a change for a mobile app to be developed. The app will support all the major platforms, like iOS and Android, slowly progressing to the lesser-known/adopted platforms overtime.

# Product Overview

## Product Perspective

This product will use data from other stores (Amazon, AliExpress…). The user interface will be simple and easy to use by anybody. It will run on any web browser, so there shouldn’t be any compatibly issues. The data that we use, will go into our data base and we will use them on our web page.

## Assumptions and Dependencies

The content will be available for viewing on the web site. All the data from other shops will be visible to all users who view the page. Every user, will also have add, depending on the items they have already search. No registration will be needed to view the page.

## Needs and Features

|  |  |  |  |
| --- | --- | --- | --- |
| **Need** | **Priority** | **Features** | **Planned Release** |
| Browsing for products | High | User will be able to search for items using the search bar with keyword, or by categories. | It will be released as one of the main and first features of the system, so the expected release will be when implementation starts. |
| Build your PC | Medium | User who are going to build new pc-s, will have the option to use Part picker. This will give the users to pick parts which are compatible with others, it will also recommend the most popular ones, but will also have a drop down menu to pick the part they like the most. The main reason for this feature to exist is that users don’t have to pay the shipping costs of every item from different stores; we will be covering that for them (a certain percentage), so that to them, the shopping will seem simpler. | As stated, this feature is mostly an extension to the browsing feature, but focuses mostly on people, whose intent is to buy a whole computer at once. The planned release will be a couple of weeks into implementation. |
| Signing up to weekly newsletters and push notifications through chrome and other browsers. | Medium | User will have a chance to subscribe to our newsletter. This will send emails, and push notification about any kind of sales any store has. Push notifications will indicate irradiate prices drops that they can’t miss. | Planned release is after the implementation of the Build you PC feature. |
| Commenting and rating system for user’s that do use the store with their profile | Medium | If a user is going to be buying multiple times it is only reasonable for them to register, so that they don’t need to type their delivery and payment info every time. With this they also get an option to rate products and comment/review them. | This will not be as much as a needed feature, so the implementation will be at the very end of the implementation process. |

## Alternatives and Competition

At present, there is not much competition for this service. Ceneje.si is one of the known ones, but we intend to make our service more personal and more focused at the tech enthusiasts, in other words: “Covering only one category”.

# Other Product Requirements

The web page must use the existing web standards (HTML, PHP, JavaScript…).

Users personal data will not be shared with other sites.

The site will update for new programs within 1 day the stores put them on.