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

|  |  |
| --- | --- |
| 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

|  |  |
| --- | --- |
| 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 evene 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 should be written much shorter than the blue text, maybe with a picture. It should describe or represent how our application will work with other components (like other applications – when we make the store we will be using data from other websites for example).

[This subsection of the **Vision** document puts the product in perspective to other related products and the user’s environment. If the product is independent and totally self-contained, state it here. If the product is a component of a larger system, then this subsection needs to relate how these systems interact and needs to identify the relevant interfaces between the systems. One easy way to display the major components of the larger system, interconnections, and external interfaces is with a block diagram.]

## Assumptions and Dependencies

[List each factor that affects the features stated in the **Vision** document. List assumptions that, if changed, will alter the **Vision** document. For example, an assumption may state that a specific operating system will be available for the hardware designated for the software product. If the operating system is not available, the **Vision** document will need to change.]

## Needs and Features

This is the most important thing!

We have to write the main functionalities in the application (at least 4 main ones – not including the login/registration, but not too many aswell).

[Avoid design. Keep feature descriptions at a general level. Focus on capabilities needed and why (not how) they should be implemented.]

|  |  |  |  |
| --- | --- | --- | --- |
| **Need** | **Priority** | **Features** | **Planned Release** |
|  |  |  |  |

## 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

Here we just describe, very basically any other requirements that the product should need.

[At a high level, list applicable standards, hardware, or platform requirements; performance requirements; and environmental requirements.

Define the quality ranges for performance, robustness, fault tolerance, usability, and similar characteristics that are not captured in the Feature Set.

Note any design constraints, external constraints, or other dependencies.

Define any specific documentation requirements, including user manuals, online help, installation, labeling, and packaging requirements.

Define the priority of these other product requirements. Include, if useful, attributes such as stability, benefit, effort, and risk.]

In general, this whole document should explain: the reason for the application to exist, how we are planning to make it happen, and the main functionalities.