GÖTÜR Project

Vision

Version 1.1

Prepared By:

MESE Company

Revision History

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| --- | --- | --- | --- |
| **Date** | **Version** | **Description** | **Author** |
| 17/03/2022 | 1.0 | Draft 1 | MESE TEAM |
| 01/04/2022 | 1.1 | Draft 2   * Add customer, development team and quality team to section 3.1 * Move scalability section from section 3.2 to 5 and add quantifiable metrics. | MESE TEAM |

Table of Contents

1. Introduction 4

*1.1* *Purpose* 4

*1.2* *Scope* 4

*1.3* *Definitions, Acronyms, and Abbreviations* 4

*1.4* *References* 4

*1.5* *Overview* 4

2. Positioning 4

*2.1* *Business Opportunity* 4

2.2 Problem Statement 5

2.3 Product Position Statement 5

3. Stakeholder Descriptions 6

3.1 Stakeholder Summary 6

3.2 User Summary 7

3.3 User Environment 7

4. Product Overview 8

4.1 Features 8

5. Other Product Requirements 10

5.1 Applicable Standards 10

5.2 System Requirements 11

5.2.1 Usability 11

5.2.2 Accessibility 11

5.2.3 Performance 11

5.2.4 Security 11

*5.3* *Environmental Requirements* 11

6. Documentation Requirements 11

*6.1* *User Manual* 11

*6.2* *Online Help* 11

*6.3* *Installation Guides, Configuration, and Read Me File* 12

GÖTÜR PROJECT

Vision

# Introduction

## *Purpose*

## The purpose of this vision document is to capture the focus, stakeholder needs, goals and objectives, target markets, user environments, target platforms, and features of the product being developed. It conveys the basic "why" and "what" regarding the project and is a benchmark against which all future decisions should be measured.

## *Scope*

The vision document provides an overall understanding of the system being developed by providing a self-contained overview of the system being developed and the rationale for building it. This document focuses on understanding the company's goals MESE, which is guided by the company's strategic priority of becoming a leader in e-marketing, e-sales and e-services.

## *Definitions, Acronyms, and Abbreviations*

A glossary of relevant definitions, acronyms, and abbreviations is included in a separate document. For a complete listing of terms, see the Glossary document.

## *References*

Documents referenced in this Business Vision document are:

-Glossary.Deliverable1.Date.21.03.2020.doc

## *Overview*

The remainder of this vision document will introduce all parties involved in the project and provide an overview of product requirements, features, and limitations. This document will be updated later to reflect changes during project development.

# Positioning

## *Business Opportunity*

MESE company plans to expand into new markets and broaden its offerings to existing and new customers. The addition of a web store will provide our customers with the following benefits:

- Increase in quality and number of suppliers  
- Increased productivity of buyers  
- Better management information  
- Better inventory control  
- Savings in time on market   
- Improved operational efficiency  
- Improved payment processing  
- Increased customer base  
- Increase in employment opportunities  
- Increase in sales and profit

## Problem Statement

|  |  |
| --- | --- |
| The problem of | Expanding into new market frontiers and increase business profits. |
| affects | MESE Management  MESE End Users |
| the impact of which is | Limited services offered to customers.  Customers have limited options to purchase our products. |
| a successful solution would be | Extend MESE reach to its customers instantaneously by providing high quality solutions.  The customers have many purchasing options for MESE products.  Customers will be able to receive 24/7 service. |

## Product Position Statement

|  |  |
| --- | --- |
| For | All Customers and visitors |
| Who | Prefer to buy product online, view and search product specifications in different categories. |
| The MESE e-store | Is a web-based online shopping app. |
| That | Is planning to step into e-business by starting an e-store which offers variable products to accommodate any customer needs. |
| Unlike | Unlike the companies you order and wait for the shipping time  Unlike local grocery stores with limited working hours |
| Our product | Our product will meet all your needs, from baby diapers, chocolate, chips and beverages, shaving foam, detergent and deodorant to cat-dog food, from batteries to light bulbs, thanks to the product range that we expand every day. It offers opportunities such as delivery within minutes, live order tracking, digital and payment at the door, 24/7 service. |

# Stakeholder Descriptions

## Stakeholder Summary

| **Name** | **Description** | **Responsibilities** |
| --- | --- | --- |
| **MESE Management** | MESE Management makes the most important decisions. It is responsible for the company's performance in the marketplace. | - Ensures that the system is maintainable  - Ensures that there will be market demand for the product's features  - Monitors the progress of the project  - Approves the financing  - Ensures effective and efficient use of the final product.  - Analyze trends in consumer spending. |
| **IT Division** | This department is responsible for taking care of IT infrastructure for the company. | - Ensure 24/7 uptime of the product.  - Verify whether or not the product is maintainable.  - Provides necessary information about the product to consumers and other stakeholders. |
| **Ware House Department** | This department manages the warehouse and the inventory. | - They should maintain inventory according to demand data. - They also need to process product shipment and product return. |
| **Business Division** | Encompass accounting, marketing and finance areas. | - Ensure that all daily business activities of the company are related to the e-shop system. - The system should meet all business requirements under all circumstances. |
| **Customer Service Department** | Provide direct service to help customers. | - Know the system's workflow. - Provide consistent help and services to the customer. |
| **Logistics and Operational Management Department** | This department is responsible for the timely and complete delivery of the products after the product purchase process. | -Delivery of incoming orders to the customer.  -Informing the customer about the order status through the application |
| **Development Team** | Implements, tests and documentates the required software modules to provide the business values. | -Conduce coding activities in respect to requirements.  -Write tests and perform them to comply with quality measures.  -Create documentation on how to run and use the system. |
| **Customer** | Uses the system to purchase various goods | -Be able to use system intuitively to order purchase available products. |
| **Quality Team** | Evaluates and provides feedback on existing product quality. | -Create quality metrics and guidelines  -Perform audits for the existing artifacts regarding to guidelines  -Prepares review reports to form feedback mechanisms. |

## 3.2 User Summary

|  |  |  |  |
| --- | --- | --- | --- |
| **Name** | **Description** | **Responsibilities** | **Related Stakeholder** |
| **Customers** | The end users are the customers. They will use the system to configure and purchase the product sold by MESE. | The end users must be taken into account to capture the requirements for building the e-shop system. | Business Department (Marketing)  Customer |
| **Logistics and Operational Management** | Couriers and operational follow-up employees make up this team. | It is the department responsible for reporting the order status from the moment the order is created on the application until the delivery is completed. | Logistics and Operational Management Team |
| **Administrator** | They are responsible for maintaining the e-store site. | Administrator is responsible for proper functioning of the e-store system. They will be involved heavily with the site design and implementation | IT Department |
| **Customer Service** | They are responsible for solving customer queries. | Customer Service people will handle customer queries regarding the use of the website or any topic related to the customer experience with MESE business. | Customer Service Department |

## User Environment

- The task cycle begins as soon as the user enters the site. The time spent on each activity varies depending on the user. However, for security reasons, a logged-in user is logged out of his/her account after a certain period of inactivity. Also, he/she will be logged out when the current moment of the browser in which the shopping session is running is closed.

-The time for internal use of the system by the support is unlimited.

- Customers should have the same shopping experience regardless of their actual location.  
The administrator and customer support must be present at the MESE designated location to interact with the system.

- The e-store should be compatible with all computer platforms equipped with a standardized web browser. Mobile users may experience visual issues with the e-store interface.   
Any change to the e-store system requires a comprehensive migration plan and solution.

- The system should work with any software specified in the architecture document.

# Product Overview

## Features

In this section product features are listed at a general level. Also stakeholder priorities and planned release for each features are described.

|  |  |  |
| --- | --- | --- |
| **Product Feature** | **Priority\*** | **Planned Release** |
| User registration | 1 | Release – 1.0.0 (Expected on 22.04.2022) |
| Searchable product catalog | 1 | Release – 1.0.0 |
| Customer support | 1 | Release – 1.0.0 |
| Return policy | 1 | Release – 1.0.0 |
| Live support | 1 | T.B.D. |
| Allow feedback | 2 | T.B.D. |
| Order status tracking | 1 | T.B.D. |
| Multiple payment methods | 1 | T.B.D. |
| Calculate shipping | 1 | Release – 1.0.0 |
| Terms and conditions | 1 | Release – 1.0.0 |
| Shipping department notification | 1 | Release – 1.0.0 |
| Must work in all browsers | 1 | Release – 1.0.0 |
| Order modification | 1 | Release – 1.0.0 |
| Order confirmation | 1 | Release – 1.0.0 |
| Giveaways for volume sales | 3 | T.B.D. |
| Phone notification | 2 | T.B.D. |
| Advance phone support calls | 3 | T.B.D. |
| Multilingual site | 3 | T.B.D. |
| Limit availability by region | 3 | T.B.D. |
| Multiple items per shipment | 1 | Release – 1.0.0 |
| Ability, have many users at once | 1 | Release – 1.0.0 |
| Keep user profile | 1 | Release – 1.0.0 |
| Product detailed information | 1 | Release – 1.0.0 |
| Inventory tracking | 1 | Release – 1.0.0 |
| Shopping cart | 1 | Release – 1.0.0 |
| Online promotion | 2 | T.B.D. |
| Product reviews by customers | 2 | T.B.D. |
| Authorization process | 1 | Release – 1.0.0 |
| Encrypted data storage | 2 | T.B.D. |
| Around-the-clock availability | 1 |  |
| Multiple customer support, forums | 2 | T.B.D. |
| Downloads: Upgrades | 3 | T.B.D. |
| Performance analysis online | 3 | T.B.D. |
| Secure customer identification | 1 | Release – 1.0.0 |
| Customer order history | 1 | Release – 1.0.0 |
| Information on upcoming products | 3 | T.B.D. |
| Products should be categorized | 2 | T.B.D. |
| Web-based training | 3 | T.B.D. |
| Delete account if needed | 3 | T.B.D. |
| Real-time website updates | 1 | Release – 1.0.0 |
| Customized catalog | 2 | T.B.D. |
| Rewards program | 3 | T.B.D. |
| Reports on previous purchases | 3 | T.B.D. |
| Weekly update via email | 3 | T.B.D. |
| Track website traffic | 3 | T.B.D. |
| Product warranty | 3 | T.B.D. |
| View similar items | 3 | T.B.D. |
| Company logo on each page | 3 | T.B.D. |
| Easy-to-remember URL | 3 | T.B.D. |
| View product reviews | 3 | T.B.D. |
| Multiple images of each item | 3 | T.B.D. |
| Product recommendations | 3 | T.B.D. |
| Item sorting | 3 | T.B.D. |
| Accessibility | 1 | Release – 1.0.0 |
| Keep track of site hits | 3 | T.B.D. |
| Installment payment plans | 2 | T.B.D. |
| E-mail confirmation to customer | 1 | T.B.D. |
| Tracking numbers | 1 | Release – 1.0.0 |
| Support multiple browsers | 3 | T.B.D. |
| Wish list | 3 | T.B.D. |
| Birthday gift registry | 3 | T.B.D. |
| Search engines optimized website | 3 | T.B.D. |
| Company information page (About us page) | 2 | T.B.D. |
| Expedited shipping | 3 | T.B.D. |
| Including a search bar. | 2 | T.B.D. |
| a simple, straightforward, high-quality homepage. | 1 | Release – 1.0.0 |
| a responsive website. | 1 | Release – 1.0.0 |
| 24/7 Customer Service | 3 | T.B.D. |
| User Features and Discounts | 3 | T.B.D. |
| Special Offers | 3 | T.B.D. |
| Frequently Asked Questions (FAQ) | 3 | T.B.D. |
| Security Features(SSL certificate, Use a firewall, Privacy policy link in footer) | 1 | Release – 1.0.0 |

\* Priority rankings are composed of: 1-High, 2-Medium, 3-Low

# Other Product Requirements

Initial version of the system is expected to be used by 1000 users including customers, logistics workers and administrator.

Concurrent users for the initial version of the system is expected to be 100. This value is expected to be increase up to 10000 concurrent users within 2 years. The system should be designed in a way to scale up/down regarding to variance of the load on the system.

Please refer to System Wide Requirements for further details.

## Applicable Standards

The system must comply with existing e-business standards:

- Legal and regulatory requirements (FDA, UCC).

- Communication standards (TCP/IP, ISDN),

- Platform compliant standards (Windows, UNIX, and so on).

- Quality and safety standards (UL, ISO, CMM)

## System Requirements

### **Usability**

The system should provide a uniform appearance for all websites.  
  
The system provides a digital image for each product in the product catalog.  
  
The system shall allow the use of icons and toolbars.

### **Accessibility**

The system shall provide multi language support.

The system can be accessed through all browsers.

### **Performance**

The product shall be web-based and must be executed by a web server.  
  
The Product requires an initial load time that depends on the strength of the Internet connection and the medium through which the Product is run.  
  
The performance depends on the hardware components of the client/customer.

### **Security**

The System shall not leave cookies on the Customer's computer that contain the User's confidential information.

The system must confirm all transactions using the customer's web browser.

The system shall automatically log off all customers after a certain period of inactivity.  
  
The system does not leave cookies on the customer's computer that contain the user's password.

The system must use secure sockets for all transactions that contain confidential customer information.

## *Environmental Requirements*

None specified.

# Documentation Requirements

## *User Manual*

A user manual provided to customers to help them manage the website and update it as products, features and services change.

## *Online Help*

Context-specific and general help will be available for all functions within the system.

## *Installation Guides, Configuration, and Read Me File*

An installation service will be provided. The core server will run on a specific URL and multiple clients will be able to access the application at the same time through the URL. In addition, a formal knowledge transfer plan will be developed to ensure that staff are able to maintain the system in the future.