

Team Name: Sparkle

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Project: To create an E-commerce site for selling educational toys

Revised: 6/17/2018

Goal: Create a profitable E-commerce site for selling educational toys.

Subgoal A:

Offer a wide variety of educational toys and brands

Objectives:

1. Users should be able to determine the type of a toy in X seconds
2. Users should be able to determine the brands of the toys in X seconds

Subgoal B:

Help users find and choose the right educational toys

Objectives:

1. Allow the user to find toys within X minutes
2. Allow the user to compare at least 2 toys at once
3. Each toy item page should provide at least X number of images showing the front, back, sides, top and bottom
4. Provide a detailed description of the toy
5. Provide an interactive rotatable image
6. Provide cost information
7. Classify toys into X viewable categories so that they can easily be found (some toys can belong to more than one class)

Subgoal C:

Provide an easy to use the website

Objectives:

1. Allow the user to find toys within X minutes
2. User should be able to understand how to navigate the site within X minutes
3. The site should use consistent navigation and UI elements and follow XXX user guidelines
4. Images, text, and other items should be sized appropriately so that a user can view it from X

meters on an X monitor.

5. Pages should load within X seconds
6. Sizes of pictures should be less than XXKB
7. The checkout/ordering process should take no longer than X minutes
8. The site should provide some type of indicator when a user takes action
9. The bounce rate for the website should be kept lower than X %

Subgoal D:

Provide good customer service

Objectives:

1. The website's conversion rate should be kept above X %
2. Customer complaints should be kept below XX %

Subgoal E:

Make users aware of the education content of a toy

Objectives:

1. Users should be able to understand the type of education the toy brings within X minutes
2. An educational description should be present that contains at most X words

Subgoal F:

Provide an easy way for customers to view different types of toys

Objectives:

1. Allow the user to compare at least 2 toys at once
2. Provide a method of displaying multiple toys at one time
3. Classify toys into X viewable categories so that they can easily be found (some toys can belong to more than one class)
4. Provide a method of filtering the toys that are displayed

Subgoal G:

Make users aware of eco-friendly toys

Objectives:

1. The user should be able to distinguish an eco-friendly toy from a non-eco-friendly toy within X

minutes

2. A description should be included that is less than X words in length
3. Users should be able to find eco-friendly toys within X minutes
4. The user should be able to tell that the site contains eco-friendly toys within X minutes.