Vision and Scope Document

for

Laboratory work 8

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Revision History

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| **Name** | **Date** | **Reason For Changes** | **Version** |
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# Business Requirements

## Background

With the growing popularity of the Internet and technological progress, buying and selling online is much easier and faster than walking to a regular store. Also, given the possibility of new waves of the pandemic, the online store makes it possible to make non-cash payments and contactless delivery. Thus, an online store is the fastest and safest way to make a purchase, and, accordingly, solve problems

## Business Opportunity

Customers appreciate the convenience of shopping online. Instead of going to the store in search of the goods they need, people buy online during breaks at work, before going to school and in harsh weather conditions. Thanks to this, the online store allows to achieve the following goals:

1. Saving money for the rental of retail outlets and for the payment of salaries to employees.

2. Reach a larger audience.

3. Ability to sell goods regardless of distance and time zone

4. Fully automate the purchase process: starting from adding a new product to the website, and ending with confirmation of purchase.

5. Analyzing the actions of customers in the online store.

## Business Objectives and Success Criteria

The most important business objectives are:

|  |  |
| --- | --- |
| BO-1 | Within three years after the release of the website, the amount of revenue from using the website should exceed the development costs |
| BO-2 | After achieving payback, increase profits by 10% per year |

Success criteria:

|  |  |
| --- | --- |
| SC-1 | In 3 years, the number of buyers who bought goods in the online store should reach 2 million people or more |

## Customer or Market Needs

The advantages for customers will be the following:

1. There is no pressure on the network from sales consultants, who impose their offer.

2. Online shopping saves time, as customers do not need to queue at the checkout and get to the store.

3. Product search is made as easy as possible, since it is enough to enter a keyword, rather than explore the entire range of the store.

4. This approach allows a potential customer to compare the price of goods at different points.

5. The online store is open around the clock

6. The ability to track the delivery process.

## Business Risks

The main business risk we may face is the risk that a solution with similar features already exists on the market. Therefore, it is necessary to provide a good product with effective advertising. Also the product must have features that work much better than the functions of competitor stores.

# Vision of the Solution

## Vision Statement

*The new application is an online store website that will allow you to make purchases without leaving home, pay for them in any convenient way, and will allow to track the location of the goods during delivery. The application will be available for use on desktops. For more convenient using of the online store, it is planned to release a mobile application for download in the App Store and Play Market.*

## Major Features

|  |  |  |  |
| --- | --- | --- | --- |
|  | **Feature** | **Priority** | **Description** |
| MF-01 | Restricted access | Must Have | Only registered users can use the full functionality of the website |
| MF-02 | Menu | Must Have | For quick and easy navigation on the site, the store's home page should contain a navigation bar |
| MF-03 | Product Search | Must Have | Users should be able to search for products on the site by entering a keyword |
| MF-04 | Filtering products | Must to Have | Ability to set filtering parameters when searching and viewing products |
| MF-05 | Product Information | Must to Have | Each product must have a name, price, a short and complete description, including photos of the goods; a mark of availability, the time of the nearest delivery to the selected address |
| MF-06 | Comments on products | Should Have | Users should be able to leave comments on each product |
| MF-07 | Similar products | Should Have | Offer users similar products based on previously viewed |
| MF-08 | Popular products | Should Have | The "Popular products" block should be formed, which includes the most frequently ordered products for the week. |
| MF-09 | Shopping Cart | Must Have | Users should be able to add items to the cart and view the items in the shopping cart |
| MF-10 | Making an order | Must Have | To make a purchase, users must fill out an order form, specifying personal information, delivery terms, and payment method |
| MF-11 | Payment for goods | Must Have | Users should be able to pay for the purchase (payment by bank card on the website, payment via e-wallet, non-cash payment / cash to the courier) |
| MF-12 | Delivery Information | Should Have | Users should be able to view the location of the ordered item during delivery and the estimated date of arrival of the order |
| MF-13 | Favourites | Must to Have | Users should be able to add products to favorites for future purchases, as well as view favorites and, if necessary, delete products from there. |
| MF-14 | Feedback | Must to Have | Users should be able to write to the support service to report errors in the operation of the site |
| MF-15 | Chat support | Should Have | Users should be able to write to the consultant on any questions about the product, delivery, payment method, etc. |
| MF-16 | Share a link to a product | Should Have | Users should be able to share a link to the product from the store's website in the social networks |

## Assumptions and Dependencies

The main dependencies:

1. Dependence on the software and hardware complex of the Assist Belarus electronic payment system, with which payments are processed.
2. Dependence on the hosting platform, which provides a server for storing all website data and provides an SSL certificate.
3. Dependence on iOS and Android operating systems, since in case of updating any components of operating systems, we will also have to update our website.

# Scope of Initial Release

*Initial release should include must have features, listed above.*

## Scope of Subsequent Releases

*Release 2 must include items that are Should haves.*

## Limitations and Exclusions

The citizens of the Belarus and Russia can use the website.

# Business Context

## Stakeholder Profiles

|  |  |  |
| --- | --- | --- |
| **Stakeholder** | **Major Value** | **Major Interests** |
| Customer | Increased revenue | He is interested in getting a website that works as he ordered; that the website is developed on time and does not go beyond the budget |
| Project Team | Increased revenue of the company; improves productivity of website | They are interested in collecting as much information about the product as possible from the customer and other sources; developing the website within the agreed time frame |
| Users | Сonvenient payment and delivery methods; time savings | They are interested in a website with high-quality functions, usability of the website, low cost of goods, fast delivery |
| Support Team | Increasing the quality of the website and reducing the number of errors in its operation | They are interested in having all the necessary information to solve problems and to provide assistance conveniently |
| Delivery Department | Improving the reputation of an online store | They are interested in delivering the order safely and at the specified time |

## Context Diagram

