e-Commerce Platform Requirements

Deviare aims to launch its **B2C (Consumer) business** in March 2023. The purpose of this line of business is to provide technical training and complementary services to individuals in Africa on a self-service basis. The core service of focus is technical training and accreditation, but this will evolve over time to include more complementary services such as mental wellness training and career planning/mapping exercises.

The line of business is going to be built around an e-commerce platform where customers will get an opportunity to purchase and consume services with minimal intervention from Deviare employees. The e-commerce platform, however, must work in line with Deviare's high-level architecture and consume standard core services (product catalogue, user management, reporting, and notifications) in the backend.

Purpose: The purpose of this document is to define the requirements for the Deviare B2C e-commerce platform.

Scope: The scope of this document includes the requirements for the e-commerce platform, which will include the following modules:

- Product Catalogue
- User Management
- Reporting
- Notifications
- Payment Gateway
- Course Material Access

Functional Requirements:

Product Catalogue:

- The platform must allow customers to browse through the list of available technical training courses and complementary services.
- The product catalogue should allow users to filter courses by category, duration, cost, and prerequisites.
- The platform should display a detailed course description including prerequisites, duration, cost, and benefits.
- Users must be able to select multiple courses and add them to their cart.

User Management:

- The platform should allow users to create and manage their own account.
- Users must provide their personal information such as name, email address, and a preferred mode of communication.
- The platform should also collect payment details from users.
- Users should have access to their purchase history and course progress.

Reporting:

- The platform should provide reporting capabilities that display user progress, course completion rates, and revenue generated by courses.

Notifications:

- Users should receive notifications regarding their progress, upcoming deadlines, and other relevant information.
- Notifications should be available via email, SMS, and WhatsApp.
- Users should have the ability to manage their notification preferences.

Payment Gateway:

- The platform must support multiple payment gateways.
- Users should be able to make payments via credit/debit cards, mobile money, and bank transfers.
- The platform must be secure and use SSL encryption for all payment transactions.

Course Material Access:

- Users should be able to access course materials via the platform.
- Course materials should be available in multiple formats such as videos, PDFs, and quizzes.
- Users should be able to download course materials for offline access.

Non-Functional Requirements:

Performance:

- The platform should be able to handle a high volume of users and transactions.
- The platform should be available 24/7 with minimum downtime.

Security:

- The platform should be secure and use SSL encryption for all transactions.
- User data should be stored securely and only accessible to authorized personnel.

Usability:

- The platform should be user-friendly and easy to navigate.
- Users should be able to access courses and materials with minimal effort.

Compatibility:

- The platform should be compatible with all major web browsers and devices.
- The platform should be responsive and adjust to different screen sizes.

Scalability:

- The platform should be scalable and able to handle future growth in terms of users and courses.

Implementation Phases

Phase 1

User-Friendly UX: The Deviare website should have a user-friendly interface that is easy to navigate. The website should provide a comprehensive list of technical training and complementary services that are available for purchase.

Estimated time for implementation: 4 weeks

Priority: Must-Have

Streamlined checkout process: The checkout process should be quick and easy, with minimal steps and distractions. Customers should be able to complete their purchase within a few clicks.

Estimated time for implementation: 4 weeks

Priority: Must-Have

Payment Gateway Integration: The purchase process should be secure and trustworthy, with clear indications of secure payment processing. This can be achieved by integrating a secure payment gateway and displaying trust badges on the checkout page.

Estimated time for implementation: 4 weeks

Priority: Must-Have

Auto-provisioning of accounts: Upon successful completion of the purchase, the platform should auto-provision the customer's account and provide them with access to the course materials. This will reduce the time and effort required for manual account provisioning.

Estimated time for implementation: 3 weeks

Priority: Must-Have

Confirmation and order tracking: Customers should receive a confirmation of their purchase and order tracking information via email or SMS. This will provide them with a sense of security and assurance that their order has been received and is being processed.

Estimated time for implementation: 2 weeks.

Priority: Should-Have

Personalized Dashboard: A dashboard that allows the customer to track their progress, access course materials, and view their completion status.

Estimated time to implement: 4 weeks

Priority: Must-Have

Customer Feedback Form: To facilitate the collection of customer feedback, we need to add a feedback form to our e-commerce platform. The form should include the following fields: name, email address, phone number, feedback type (complaint, suggestion, or compliment), and feedback description.

Estimated time for implementation: 2 weeks

Priority: Should-Have

Interactive Learning Environment: An interactive learning environment that includes quizzes, assignments, and interactive content to enhance engagement and understanding.

Estimated time to implement: 4 weeks

Priority: Must-Have

Automated Reminders and Notifications: Automated reminders and notifications about upcoming deadlines, course updates, and other important information to ensure the customer doesn't miss anything.

Estimated time to implement: 2 weeks

Priority: Should-Have

Progress Tracker: A progress tracker that shows the customer's completion status for each module or lesson, providing a visual representation of their progress.

Estimated time to implement: 3 weeks

Priority: Must-Have

Phase 2

Personalized Recommendations: The website should use data analytics to provide personalized recommendations to potential customers based on their browsing history and previous purchases. This will increase the chances of potential customers finding courses that are relevant to their interests.

Estimated time for implementation: 4 weeks.

Priority: Should-Have

Promotions: The website should offer promotions to potential customers to incentivize them to purchase courses. These promotions can be in the form of discounts, free trials, or bundled packages. **Estimated time for implementation: 4 weeks.**

Priority: Should-Have

Customer Reviews: The website should display customer reviews and testimonials to potential customers. This will help build trust and credibility with potential customers. **Estimated time for implementation: 2 weeks.**

Priority: Could-Have

Clear pricing and discount options: Customers should be able to clearly see the pricing of the product and any available discounts or promo codes. This will prevent any confusion or misunderstandings during the purchase process.

Estimated time for implementation: 2-4 weeks

Priority: Must-Have

Messaging System: A messaging system for students to communicate directly with instructors to receive feedback or ask questions.

Estimated time to implement: 3 weeks.

Priority: Could-Have

Certificate of Completion: A certificate of completion for students to showcase their achievements and provide a sense of accomplishment.

Estimated time to implement: 2 weeks.

Priority: Must-Have

Feedback Tracking System: To track customer feedback, we need to implement a feedback tracking system. This system should enable us to track the feedback status (open, closed, in progress), the customer feedback category, and the feedback description.

Estimated time for implementation: 4 weeks.

Priority: Must-Have

Phase 3

Integration with CRM (HubSpot): To improve the customer experience, we need to integrate the feedback tracking system with our customer relationship management (CRM) system.

This integration will enable us to track customer feedback across all touchpoints and ensure that feedback is considered in all customer interactions.

Estimated time for implementation: 6 weeks

Priority: Must-Have

Gamification Elements: Gamification elements to make the learning experience more engaging and fun, such as rewards for completing certain milestones.

Estimated time to implement: 4 weeks.

Priority: Must-Have

Integration with Popular Calendar Apps: Integration with popular calendar apps to schedule reminders and due dates to ensure that the customer stays on track.

Estimated time to implement: 2 weeks

Priority: Could-Have

Community Forum: A community forum for students to connect and discuss course content, ask questions, and share insights.

Estimated time to implement: 4 weeks

Priority: Should-Have

Features to Support Ongoing Processes

Feedback Response Process: We need to establish a feedback response process that ensures that all feedback is responded to in a timely and professional manner. The response process should include the following steps: acknowledging receipt of feedback, investigating the feedback, providing a response, and following up with the customer.

Estimated time for implementation: 4 weeks

Priority: Must-Have

Data Analysis: We need to analyse the customer feedback data to identify patterns, trends, and opportunities for improvement. This analysis should be performed regularly to ensure that customer feedback is used to improve our products and services.

Estimated time for implementation: 2 weeks.

Priority: Must-Have