
Group 5

Justatea-F&B Ecommerce website
Vision Document
Version 1.0

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Revision History

Date	Version	Description	Author
20/06/2024	1.0	Initial version of Project Vision for Justatea	22127338 - Trần Đoàn Huy Phước 22127454 - Trần Quốc Việt

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Vision (Small Project)

1. Introduction

*The purpose of this document is to collect, analyze, and define high-level needs and features of the JustaTee. It focuses on the capabilities needed by the stakeholders and the target users, and **why** these needs exist. The details of how the JustaTee fulfills these needs are detailed in the use-case and supplementary specifications.]*

2. Positioning

2.1 Problem Statement

The problem of	Customers don't have enough information about every drink, making it difficult to choose what to order or they cannot go to the shop to order directly.
affects	General consumers.
the impact of which is	Poor user experience and poor sales.
a successful solution would be	A website that: <ul style="list-style-type: none"> - Have a friendly user interface and good design. - Allow customers to order drinks online and have them delivered. - Have full information of every drink including rating, reviews and images.

2.2 Product Position Statement

For	General consumers.
Who	Want to have a better ordering experience and want drinks to be delivered to them..
The (product name)	E-commerce website that sells drinks.
That	Increase customer reviews and revenue.
Unlike	Other websites.
Our product	Have a unique design, friendly user interface and give customers a better experience.

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3. User Descriptions

3.1 User Profiles

3.1.1. Customer profiles

- Name/Type: Online F&B Shopper
- Perspective: Convenience-oriented consumer looking for quality F&B products
- Role/Tasks/Responsibilities: Browsing products, customizing orders, making purchases
- Skills: Basic computer and internet navigation skills
- Experience: Familiar with online shopping, varying levels of F&B knowledge
- Usage Frequency: Regular, potentially weekly or monthly
- Age, Gender, Culture: Varied, likely 18-65, all genders, diverse cultural backgrounds
- Habits: Online shopping, health-conscious, potentially busy lifestyle
- Expectations: Easy-to-use interface, wide product selection, customization options
- Limitations: May have dietary restrictions or preferences

3.1.2. Vendor/Restaurant Profile

- Name/Type: F&B Business Owner
- Perspective: Entrepreneur looking to expand online presence
- Role/Tasks/Responsibilities: Managing product listings, fulfilling orders
- Skills: Business management, basic tech skills
- Experience: F&B industry knowledge, possibly new to e-commerce
- Usage Frequency: Daily for order management
- Age, Gender, Culture: Varied, likely 25-60, all genders, diverse backgrounds
- Habits: Detail-oriented, customer service-focused
- Expectations: Easy product management, clear order details, analytics
- Limitations: Time constraints, possibly limited tech expertise

3.2 User Task and Environment

3.2.1 Customer Tasks

a) Browsing and Searching Products

- Goal: Find desired F&B products
- Performed by: Customers, from home/office/mobile
- Frequency: Regular, potentially several times a week
- Constraints: Product availability, search accuracy

b) Customizing Orders

- Goal: Tailor products to personal preferences
- Performed by: Customers, during the ordering process
- Frequency: With most orders
- Constraints: Available customization options

c) Completing Purchase

- Goal: Successfully buy selected products
- Performed by: Customers, at the end of shopping session
- Frequency: Weekly or monthly
- Constraints: Payment method availability, delivery options

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3.2.2 Vendor Tasks

a) Managing Product Listings

- Goal: Keep product information up-to-date
- Performed by: Vendors, from their business location
- Frequency: Regular updates, potentially daily
- Constraints: Time availability, accuracy of information

b) Processing Orders

- Goal: Fulfill customer orders accurately and quickly
- Performed by: Vendors, at their business location
- Frequency: Daily
- Constraints: Stock availability, order volume

c) Analyzing Sales Data

- Goal: Understand business performance and customer preferences
- Performed by: Vendors, from their business or home
- Frequency: Weekly or monthly
- Constraints: Data interpretation skills, time availability

Environment:

- Number of people involved: Primarily individual shoppers, but multiple customers can place orders simultaneously
- Task Cycle Duration: Relatively short, typically ranging from a few minutes to complete a purchase
- Environmental constraints: Any devices that can use a browser to access the internet
- System platforms in use: Web browser initially, with plans for a future mobile application

3.3 Alternatives and Competition

Alternatives:

- Build an in house solution: Stakeholders can consider developing their own in-house e-commerce platform. This would give them full control of the system, but would be time consuming and require expertise in web development.
- Maintain the Status Quo: Stakeholders may choose to continue to operate the current site without launching some significant changes. This option is low risk, but leads to the fact that missing out opportunities to enhance user's experience, and increase profit.
- Buying some competitors' 's product: Stakeholders can explore options of cooperating with other competitors in the beverage ecommerce field, thereby receiving some solutions and customer's base. However, this approach can be costly and complex in terms of integration and transition, and create potential challenges in merging different business cultures and systems.

Competitors:

- Competitor with a huge inventory of beverage items and a steady customer base
- Competitor known for sustainable and Eco-Friendly beverage options
- Competitor specializing in mobile shopping with a smart, user-friendly interface

4. Product Features

Type of features	Name of features	Description	Type of users
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1. User Authentication	Login with email and password on the login page.	Customers, Merchant: Users can log in to their account using their email address and a secure password on the login page.	Customer, Merchant
	Sign out current session	Customers, Merchant: Users can sign out of their current session to ensure their account's security. Additionally, the system automatically logs out users if there is no activity for 1 hour.	
	Create an account	Customers: New users can register by creating an account, providing necessary details like email, password, and other required information. Merchant: New merchants can sign up by creating an account and providing business-specific information, such as business name, email, and other necessary details.	
2. Shopping cart	Add an item to cart on the product page.	Customers can add desired items to their shopping cart directly from the product page.	Customer
	Change item amount	Customers can modify the quantity of items in their cart, either increasing or decreasing the number of units.	
	Remove item from cart	Customers can remove items from their cart if they decide not to purchase them.	
3. Product Management	Add product	Merchants can add new products to their online store due to each category. .	Merchant
	Remove product	Merchants can remove products from their online store if they no longer wish to sell them or if it is out of stock.	
	Change product information	Merchants can update product details, such as changing the name, description, price, or images, to keep their listings accurate and up-to-date.	
4. Checkout Process	Collect user's contact information	Customers provide their information, such as name, email, and phone number, during the checkout process.	Customer

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	Integrate a payment gateway	Customers can make secure payments through integrated payment gateways, supporting various payment methods like credit/debit cards.	
	Choose shipping address	Customers can select or enter their preferred shipping address for the delivery of their orders.	
	Applying voucher codes or discount	Customers can apply voucher codes or discount coupons at checkout to avail of special offers and discounts on their purchases.	
5. Search and Filtering	Search for products	Customers can search for specific products using keywords or phrases.	Customer
	Sort of products	Customers can sort products based on various criteria such as price, popularity, or rating.	
	Choose branches of products	Customers can filter products by selecting different categories or branches of products.	
6. Reviews and Recommendation	Leave reviews and rating for products and display on product pages	Customers can leave reviews and ratings for products they have purchased. Customers can be anonymous to review and rate.	Customer
	Highlight feature products (New, Best seller,...)	Merchants can highlight featured products in their store, promoting new, best-selling, discount or special items.	Merchant
7. User dashboard - View order history	Manage shipping addresses	Customers can add, edit, or delete their shipping addresses.	Customer
	View order status	Customers can check the current status of their ongoing orders.	
	Update account information	Customers can update their personal and account information, such as email, password, and contact details.	
8. Chat bot	- A chatting bot to answer some questions about product or store from customer	A chatting bot is available to answer customer questions about products or the store, providing instant assistance and information.	Customer

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5. Non-Functional Requirements

Availability and Reliability:

- The website should be available and accessible to customers 24/7, with minimal downtime or interruptions.
- The system should have high reliability, ensuring that orders are processed and fulfilled consistently.

Scalability:

- The website should be able to handle an increasing number of concurrent users and orders without compromising performance.

Security:

- The website should have robust security measures to protect customer data, including payment information and personal details.
- It should comply with relevant data protection and privacy regulations (e.g., GDPR, PCI DSS).

Usability and User Experience:

- The website should have an intuitive and user-friendly interface, making it easy for customers to navigate, browse, and place orders.
- The website should provide a seamless and enjoyable shopping experience for customers.

Performance:

- The website should have fast load times, ensuring that pages and content load quickly for a smooth browsing experience.
- The website should be optimized for various devices and screen sizes, including desktops, tablets, and mobile devices.

Maintainability and Extensibility:

- The website should be designed with modularity and extensibility in mind, allowing for easy updates, bug fixes, and the addition of new features or functionalities.
- The codebase and infrastructure should be well-documented and easy for the development team to understand and maintain.

Responsiveness and Adaptability:

- The website should be able to handle and respond to sudden changes in customer demand or market conditions.
- The website should be able to adapt and scale its resources (e.g., server capacity, storage) based on the changing needs of the business and its customers.

Integrations and Compatibility:

- The website should be able to seamlessly integrate with other systems, such as inventory management, shipping providers, or customer relationship management (CRM) tools.
- The website should be compatible with various web browsers, operating systems, and devices used by customers.

Regulatory Compliance:

- The website should comply with relevant industry regulations, standards, and guidelines related to the sale and distribution of drinks (e.g., age verification, responsible alcohol consumption).

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