\<Group07\>

\<ShopNowHub\>
Vision Document

Version \<1.6\>

Revision History

Date	Version	Description	Author
25/10/2023	1.0	Writing Part 1 and Part 2	Nguyễn Thành Luân
25/10/2023	1.1	Writing Part 5 and Part 6	Vũ Phú Trường
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7/11/2023	1.6	Updating Revision History	Lưu Đình Huy

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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 Shopnowhub(Ecommerce website). It focuses on the capabilities needed by the stakeholders and the target users, and **why** these needs exist. The details of how the Shopnowhub fulfills these needs are detailed in the use-case and supplementary specifications.

The introduction of the **Vision** document provides an overview of the entire document. It includes the purpose and references of this **Vision** document.

1.1 References

- *E-Commerce: An Introduction, Reference List by Berkman Klein Center(https://cyber.harvard.edu/olds/ecommerce/index.html)*
- *Ecommerce Website Design: 25 Examples to Inspire Your Online Store by Shopify(https://www.shopify.com/blog/best-ecommerce-sites)*
- *How to Cite a Website in APA Style by Scribbr(https://www.scribbr.com/citing-sources/cite-a-website/#:~:text=Learn%20more-,Citing %20a%20website%20in%20APA%20Style,last%20name%20and%20the%20year.)*

2. Positioning

2.1 Problem Statement

The problem of	The problem of outdated and inefficient e-commerce practices, limited digital presence, and inadequate customer engagement
affects	businesses,users
the impact of which is	The impact of this problem is multi-faceted. Outdated e-commerce practices result in suboptimal customer experiences, lower conversion rates, and lost revenue opportunities for online retailers. Consumers, on the other hand, face frustration due to complex, non-user-friendly platforms and lack of personalized shopping experiences. The broader e-commerce industry is hindered by a lack of innovation and competitive edge, impacting its potential for growth and market share expansion.
a successful solution would be	Improved User Experience,Increased Conversion Rates,Enhanced Competitiveness,Innovation and Adaptability,Customer Retention

2.2 Product Position Statement

For	Online retailers and consumers
Who	Seeking an intuitive, customer-centric, and data-driven e-commerce platform

The (product name)	The Shopnowhub: is an advanced e-commerce platform
That	Maximizes sales and customer satisfaction through personalized experiences
Unlike	Traditional e-commerce platforms and basic online storefronts
Our product	Harnesses cutting-edge AI and data analytics to deliver tailored shopping journeys, driving higher conversion rates and customer loyalty.

3. Stakeholder and User Descriptions

This section describes the users of ShopNowHub.There are three types of users of our online shopping website:admin,seller,buyer and guest.

3.1 Stakeholder Summary

Name	Description	Responsibilities
The development team	Lưu Đình Huy Nguyễn Thành Luân Quách Tấn Dũng Phạm Trần Minh Duy Vũ Phú Trường Bùi Tuấn Kiệt	responsible for creating and maintaining the software product.Their responsibilities include designing, coding, testing, debugging the software,implementing new features, fixing bugs, and optimizing the performance of the software.
Mentor	Hồ Tuấn Thanh	responsible for providing guidance, advice, constructive feedback, offering encouragement, and acting as a source of inspiration.
Tester	Nguyễn Văn B	responsible for ensuring the quality and functionality of a software product,which includes conducting manual and automated tests, identifying and documenting bugs and issues, and collaborating with the development team to resolve these issues.

3.2 User Summary

Name	Description	Responsibilities	Stakeholder
Management	Administrator	Responsible for managing auditing, providing rights such as access, modification, and repair.	self-represented

Customer	Buyer	Manage the account,provide feedback and reviews for products and sellers,search and pay for the product	self-represented
Customer	Guest	Browse and view product listings	self-represented
Sales	Seller	Manage inventory, product,information,payment and transaction processes	self-represented

3.3   User Environment

ShopNowHub is a software that serves as a bridge between sellers and buyers, aiming to facilitate the convenience of buying and exchanging goods. Users looking to purchase, sell, or simply browse products need only a network-connected mobile phone or any other internet-enabled device to access the software.

The initial development of ShopNowHub primarily took place on the website. However, if it garners positive feedback from users, there is a possibility for the software to be expanded to various other platforms, such as a shopping application.

3.4   Summary of Key Stakeholder or User Needs

Recognizing the potential for development and aiming for user convenience, below is a list of some common challenges encountered in traditional goods exchange and the measures we propose:

Need	Priority	Concerns	Current Solution	Proposed Solutions
Buying and selling of goods.	High	Buying and selling goods is inconvenient.	Direct trading of goods causes inconveniences such as geographical limitations, time constraints, safety risks, and difficulties in exchanging information	Both sellers and buyers can now conduct all transactions online, facilitating the exchange of information. Buyers find it easier to view and evaluate products, while sellers can reach out to consumers more effectively, bringing products closer to them.
price comparison	Medium	Difficulty in price comparison	Comparing prices across different stores can become more complicated when buying in-person, as we need to physically move from one store to another.	Consumers can easily compare prices across different stores with just a few clicks, helping them find the best deals.

| Times	Medium	Time constraints	Offline shopping can take more time due to the need to travel to the store and queue at the checkout counter.	allows users to save time and effort by making purchases from mobile devices or personal computers at home without the need for physical travel.

3.5   Alternatives and Competition

Our biggest challenge with our software is the existence of numerous other online shopping websites. Therefore, we need to focus on enhancing the user experience, providing quality service, and eliciting positive feedback, showcasing prominence and differentiation compared to other competing rivals.

4.   Product Overview

This section provides a high-level view of the ShopNowHub capabilities, interfaces to payment gateway, inventory management systems, shipping and logistics services:

4.1   Product Perspective

ShopNowHub will now replace traditional shopping, along with the convenience of integrating with an online payment system, a Logistics system, and the storage capability of the database server, all of which are clearly depicted in the context diagram below.

ShopNowHub context diagram
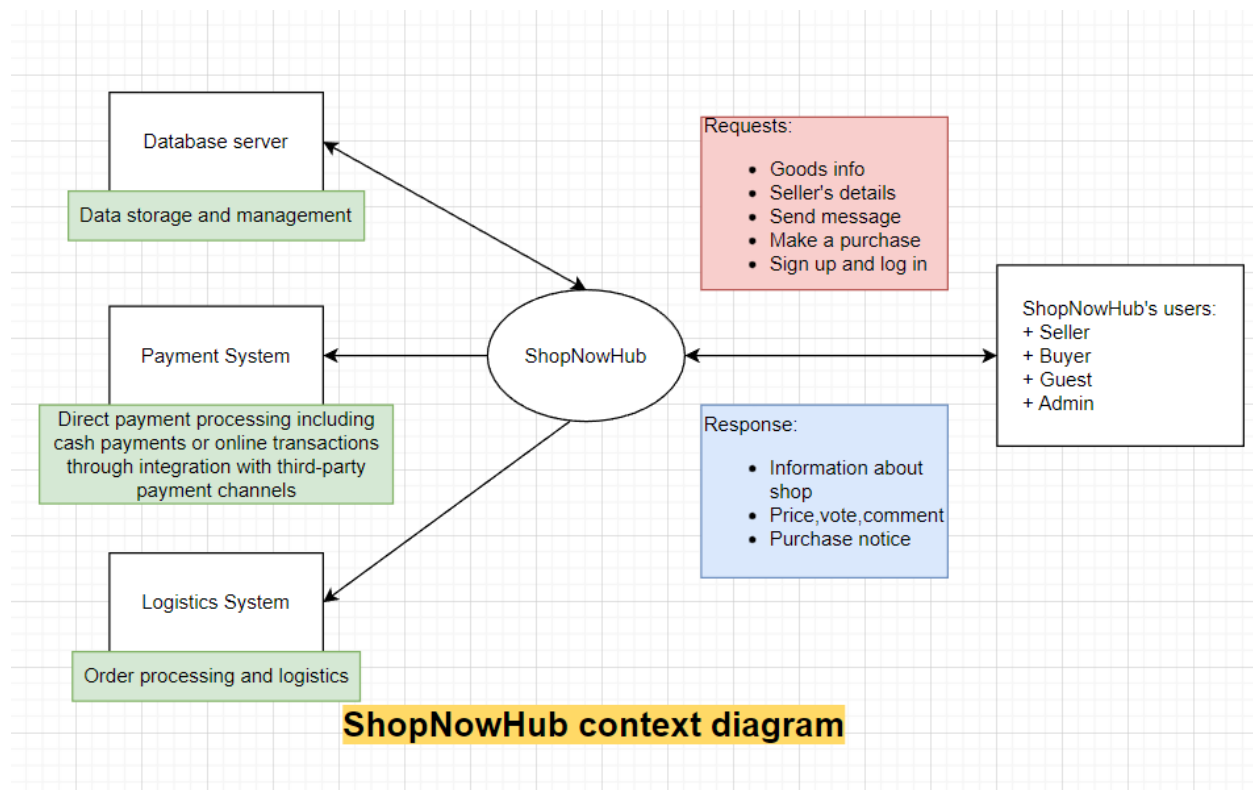
ShopNowHub on your browser will be linked to our web server as depicted in the diagram below:

ShopNowHub system overview
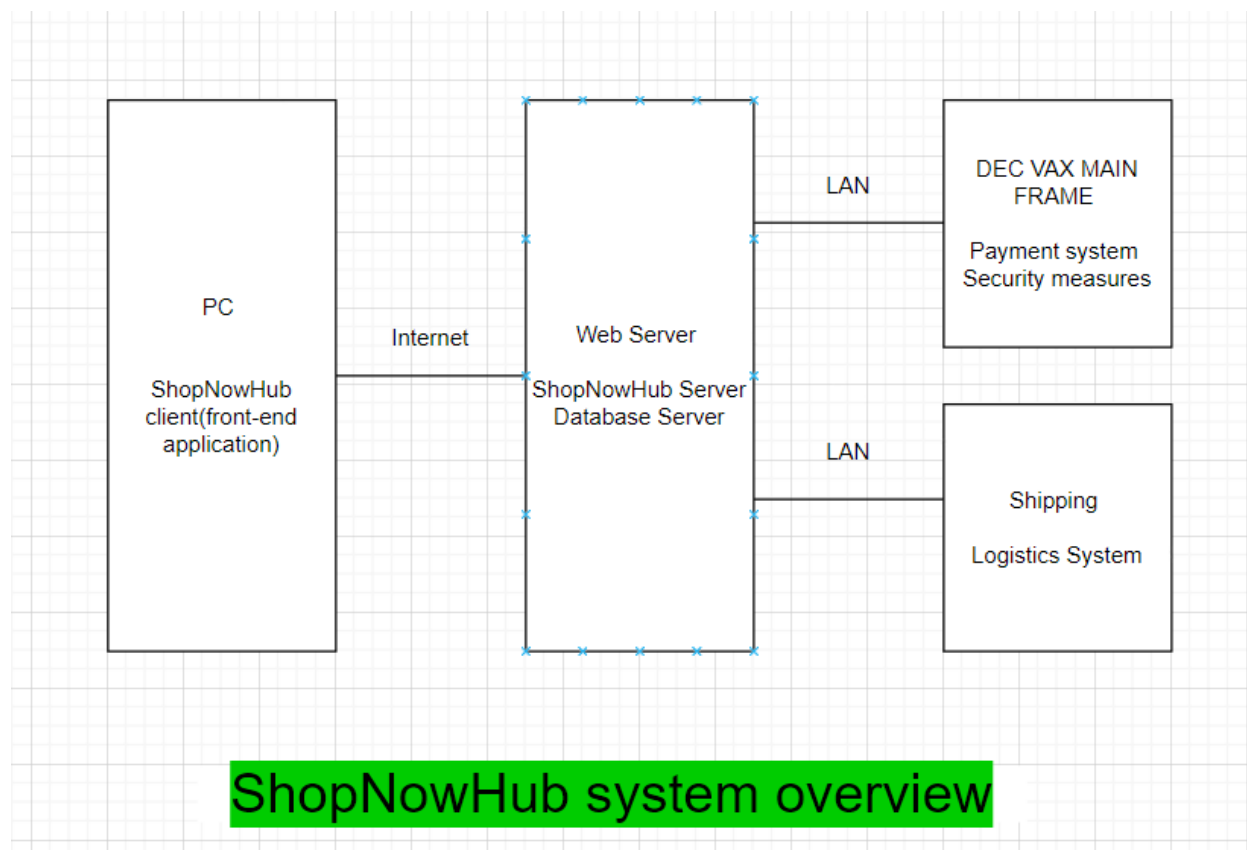
When using the client directly on a network-connected device, it will connect to the ShopNowHub server via the Internet. To proceed with making purchases, a successfully logged-in account is required.

4.2   Assumptions and Dependencies

The following Assumptions and Dependencies are based on the feasibility assessment of the ShopNowHub system:
- Regardless of the device used for logging in, the interface is ensured to remain consistent.
- Supporting users to log in from multiple devices simultaneously.
- Integration with secure payment gateways and financial institutions for smooth and secure transactions.
- Reliance on data protection and privacy regulations to protect user information and maintain trust.
- The system will be maintained and upgraded once a month.

5.   Product Features

Feature for all:
- See comment and rating: Admin, sellers, buyers, and even unregistered customers can access and view product reviews.

Feature of admin:
- User management:Admins create new user accounts, assign access and privileges, and deactivate or delete accounts when needed.User Implement and oversee user authentication to verify user identities.Permission Define and manage specific permissions for each user role, specifying their actions within the website.Can audit and monitor user access patterns and activities to detect security breaches or unauthorized access attempts.
- Content management:Create and publish diverse content types, such as articles, blogs, and

announcements.Categorize and tag content to enhance navigation and searchability.Review and approve user-generated content in compliance with platform guidelines.Manage the archiving and removal of outdated content to maintain relevance.

- Manage trending section:Add Products to Trending: Select and set display duration for products.Remove Products from Trending: View and remove products from the Trending section.Adjust Display Order: Reorder products based on criteria like popularity and sales volume.

Feature of seller
- Enable Sell Products: Sellers have the capability to list and sell their products on the e-commerce platform. This involves creating product listings, providing product details, setting prices, and managing inventory.
- Order Management: Enable sellers to manage and process incoming orders efficiently, allowing them to track order statuses, update shipping information, and handle order fulfillment seamlessly.
- Update Products: Sellers can edit, and update product listings as needed. They should be able to modify product information, images, pricing, and availability.
- Chat with Customers: Sellers should have a means of communication with customers, often through a messaging system. This allows them to address inquiries, provide customer support, and manage order-related communication.

Feature of buyer
- Search for product:buyer can search for the products and its information.
- Rating:buyer can give rating and comment for the product.
- Payment:Make payment for orders using different payment methods such as credit cards, e-wallets, bank transfers, COD (payment on delivery), ...
- Manage cart and order:Manage orders including viewing order information, updating order status, and canceling orders.

Feature for guest:
- Log in/sign up: When users log in to the website with different roles, they will be granted access to various parts and functionalities within the e-commerce platform. If buyers and sellers do not have accounts, they can register outside the login page. In the future, they can also change their passwords.
- can search for products and see its information

6.   Non-Functional Requirements

- Performance: The website should load quickly and respond to user interactions within a reasonable time frame to ensure a smooth user experience, even during peak traffic.
- Scalability: The system should be able to handle a growing number of 10 users, products, and transactions without a significant drop in performance.
- Usability: The user interface should be intuitive and user-friendly, making it easy for both sellers and buyers to navigate, search for products, and complete transactions.
- Compatibility: The website should work seamlessly on various devices (desktops, smartphones, tablets) and across different web browsers.
- Feedback and Support: Provide a mechanism for users to give feedback and request support, with a commitment to respond to user inquiries promptly.
- Compatibility: The website should work seamlessly on various devices (desktops, smartphones) and across different web browsers.
- Compliance: Ensure that the website complies with relevant regulations, such as data protection laws and e-commerce regulations.