

## STAKEHOLDER GOALS

EMPLOYEE	CUSTOMER
I need to system to:	I need the system to:
Interact with customers via social media and include blog and forums	Allow me to request returns and refund
Generate monthly and annual tax reports.	Let me compare similar options
Update the product information in regular interval	Let me sort and search items
Integrate a chatbot to answer common questions and issues of customers	I can view all the products in my cart
Update customers about new or upcoming products or offers on existing products	Let me save products
Generate and Process stats on store items to manage inventory	Let me to choose from different methods of payment (visa/MCard/PPal/After pay)
Keep record of log in and log out time of employees	Let me choose from different shipping methods (standard or express shipping etc)
Have access to IT support	Suggest me Items similar to viewed items
Allow verification of users	Show me product availability
Include Content management System to enhance customer experience	Let me estimate shipping cost and track my order
Process orders and returns	Notify me for order transit
Maintain customer purchase history for recommendation of similar products	Let me access the website (easily) on mobile phones
	Give me an option to provide feedback on the products
	Give me easy access to contact their support centre
	Let me enter promotional codes
	Let me categorize products for convenient browsing (mobile, laptop, mobile accessories etc)
	Let me interact with business using chatbot, FAQs and social media
	Allows me to create account to store wish list and shipping details
	Let me see product information and FAQs
	Let me add special instruction
	Let me change details in my account

## REQUIREMENTS MATRIX

Stakeholder	Requirement	Priority	CRM			
			Recording Activity	Registration	Communications	Account & Customer Data
Employee	Register User	E		X		
Employee	Generate monthly and annual tax reports.	E	X			X
Employee	Store records of all expenses and sales	E	X			X
Employee	Use chatbot to answer common issues and questions of the customer	D			X	
Employee	Send marketing emails to customer	D			X	
Employee	Record log-in and log-out time (To track duration of employee & customer login)	O	X			
Employee	Track demand and supply of products	E	X			X
Employee	Record customer purchase history	D	X			X
Employee	Update product availability and information using inventory management system	E	X			
Employee	Send SMS verification to the customer	E		X		X
Customer	Provide option to return product	E	X			X
Customer	Add promotional codes and gift card options	O	X		X	
Customer	Include text box to add promotional codes	O				X
Customer	Compare similar products (on the basis of price, specifications etc)	E	X			X
Customer	Include sort by button and search bar	E	X			
Stakeholder	Requirement	Priority	CRM			

			Recording Activity	Registration	Communications	Account & Customer Data
Customer	Include "Add to cart" functionality/Store "Add to cart" history	E				
Customer	Store saved items in Wishlist (Allow customers to save products as favourites)	D	X			X
Customer	Allow customers to pay using different methods (visa/MCard/PPal/After pay/gift card) that can be selected from the drop-down menu	E	X			x
Customer	Allow the customer to choose preferred shipping option from the drop-down menu	D	X			X
Customer	Provide recommendations for similar products based on view history	E	X			X
Customer	Provide recommendations for similar products based on purchase history	E	X			X
Customer	Record view history	E				X
Customer	Include star button to rate product Include comment box to add additional feedback	E	X			X
Customer	Auto update live tracking of the dispatched order on Customer's Account	E	X			X
Customer	Track order	D			X	
Customer	Send notification/emails to customers updating about order transit	D	X			X
Customer	Include contact us button	E	X			X

Customer	Edit profile	E	X	X				X
Customer	Include text box at purchase page to add special instruction	O	X					X
Customer	Display product information, reviews and FAQs	D	X					X

Stakeholder	Requirement	Priority	Payment and Support						
			Chatbot	User Experience	Customer support	Payment	Return & Refund	Shipping & Delivery	Verification
Employee	Use chatbot to answer common issues and questions of the customer	D	X		X				
Employee	Track demand and supply of products	E					X		
Employee	Send SMS verification to the customer	E							X
Customer	Calculates shipping cost	E						X	
Customer	Provide option to return product	E				X	X	X	
Customer	Include text box to add promotional codes	O				X			
Customer	Allow customers to pay using different methods (visa/MCard/PPal/After pay/gift card) that can be selected from the drop-down menu	E				X			X
Customer	Allow the customer to choose preferred shipping option from the drop-down menu	D						X	
Customer	Auto update live tracking of the dispatched order on Customer's Account	E			X			X	

Customer	Send notification/emails to customers updating about order transit	D			X			X	
Customer	Include contact us button	E			X				
Customer	Include text box at purchase page to add special instruction	O		X					
Customer	Display product information, reviews and FAQs	D			X				

Stakeholder	Requirement	Priority	Inventory Management System			Store		
			Demand/Supply	Product Information	Product Availability	Product Page	Search and Sort	Feedback
Employee	Use chatbot to answer common issues and questions of the customer	D		X	X			
Employee	Include search bar to navigate through products	D		X			X	
Employee	Track demand and supply of products	E	X		X			
Employee	Update product availability and information using inventory management system	E		X	X			
Customer	Compare similar products (on the basis of price, specifications etc)	E				X		
Customer	Include sort by button and search bar	E				X	X	
Customer	Include "Add to cart" functionality/Store "Add to cart" history	E			X			

Customer	Store saved items in Wishlist (Allow customers to save products as favourites)	D			X	X		
Customer	Provide recommendations for similar products based on view history	E			X	X		
Customer	Include star button to rate product Include comment box to add additional feedback	E						X
Customer	Display product information, reviews, and FAQs	D			X	X		X

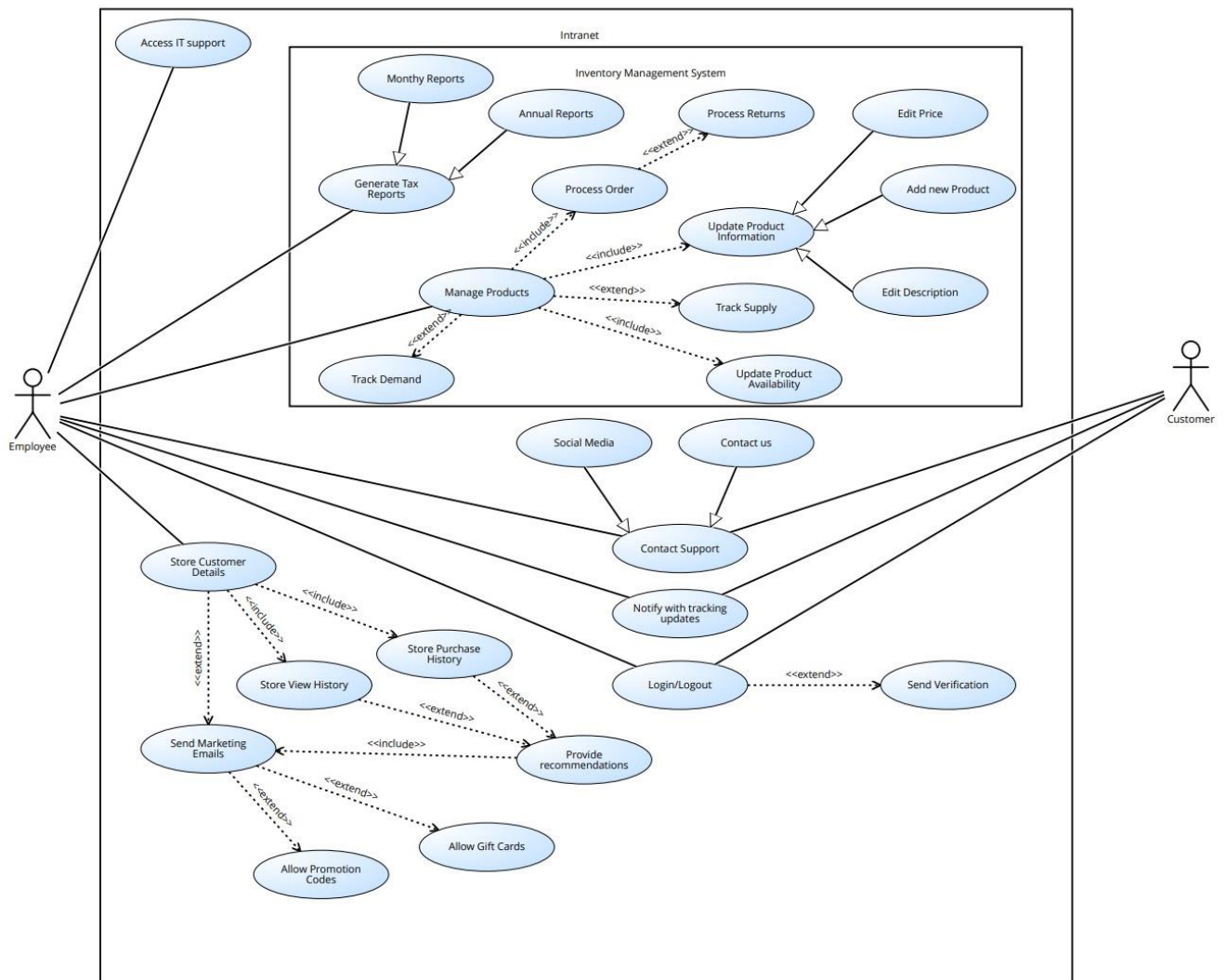
### Description

We have assumed the eCommerce platform provides all the technical functionality we require and handles security measurements for login and payments.

Customers can purchase items from the website through an eCommerce platform through the company website. When the customer is using the site, we want to encourage them to spend more money, this is done by providing them recommended items based on their search history, recent purchases and what other people have purchased. This information will also be used to provide marketing information through emails, and advertising campaigns in social media. Information on what customers purchase and look at is stored so reports can be generated, examples are tax reports and product reports to see which products are performing well. Customers can login to the store to save information such as delivery address and can create a wish list, this allows us to provide targeted advertising and sales at customers with saved items. The intranet must have capabilities to update product information, and automatically handle availability.

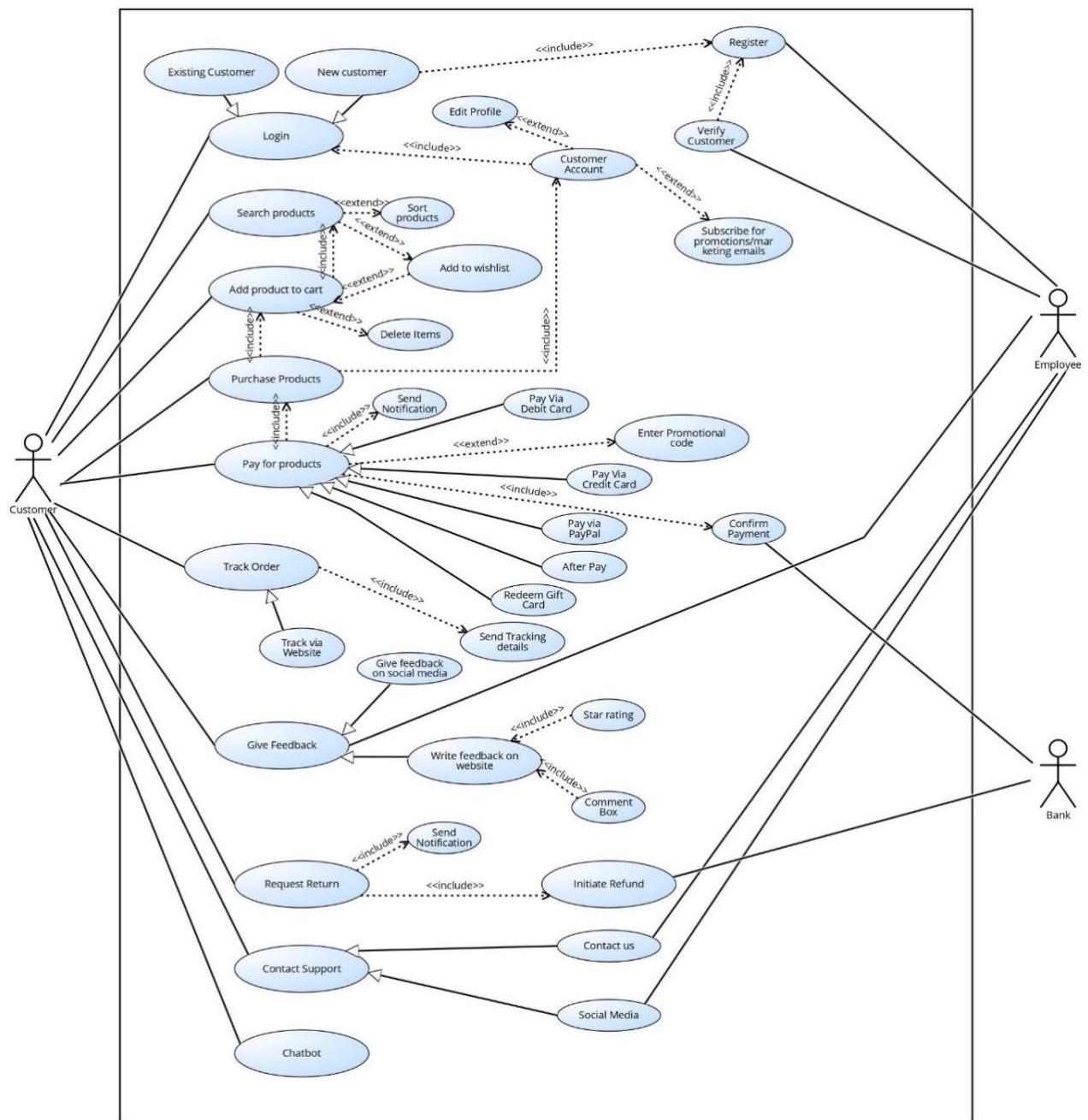
The customers can track shipping, provide promotion codes, and save wanted items. These features are here as they are quality of life improvements which will encourage customer to return to the store. The site will allow users to compare similar items, search, sort and filter out products. This encourages customers to use the store, and browse more products driving further sales.

## INTRANET USE CASE DIAGRAM



There are two systems in the intranet use case diagram. One system is the entire intranet which encompasses the Inventory Management System subsystem. The employee has access to the subsystem through a reporting feature and the product management feature. This allows them full access and control to the whole subsystem through a limited access portal. Both actors again have access to the support centre, shipping updates and account features. Both agents need access to this as these provide helpful information to both parties. The employee has access to the customer details features, which allows for targeted ads and well-informed marketing. We have assumed that the chatbot is integrated within the website and managed automatically through the website, hence, it is excluded from the intranet use case diagram.

## PURCHASE USE CASE



The above use case diagram shows the purchase use case of a fully functional online store. The use case includes a customer login for existing customer and registering for new customers. When a new customer is registered, a verification SMS or email is sent to the customer to verify the customer. The customer can access the account once registered and logged in and can subscribe for marketing and promotional emails for different products and offers. The customer can edit the profile once logged in to update information if need be. The customer can search products by category and name and further can sort the products according to the customer's need. Further the product can be added to the wish list for buying later. The customer can add the product to cart and continue browsing other products. To



make the purchase the products need to be added to the cart. Unwanted items can be deleted from the cart. To proceed with the purchase the customer must be logged in. Payment can be done using different online payment methods like, PayPal, Debit, Credit, After pay, and Gift card redemption. The customer has the provision to enter promotional codes for additional discount. Once the order is placed the customer will be notified with payment confirmation and later tracking details will be sent to the customer via SMS or email. The customer can also track the order on website. Feedback for the product can be provided by the customer either on social media or on the website using star rating or writing a comment in the comment box. The Employee can reply to the feedback on social media and website or add feedback. The customer has access to request the return of the product purchased and as soon as the return is requested the bank initiates refund. The customer can contact support through contact us option or through social media which is handled by the employee. For simple queries and Q&A, the customer has access to chatbot.