

# **Merchandising Society Club's Online Platform Software Requirements Specification Team: HDD**

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## Table of Content

<b>1. Introduction</b>	<b>2</b>
1.1 Product Description	2
1.2 Scope	3
1.3 Users	3
1.4 User Feedback	3
1.5 Existing Alternatives	3
1.6 Definitions	3
1.7 References	4
<b>2. Requirements</b>	<b>4</b>
2.1 Functional Requirements	4
2.2 Use Case Diagram	5
2.3 Use Cases	5
2.3.1: Use Case - Learn More About MSC	5
2.3.2: Use Case - Find Out What Products MSC Has To Offer	6
2.3.3: Use Case - Sign Up For MSC Mailing List	6
2.3.4: Use Case - Unsubscribe From MSC Mailing List	6
2.3.5: Use Case - Apply To Join MSC	6
2.3.6 Use Case - Make a General Inquiry	7
2.3.7: Use Case - Changing Main Carousel Banner Images	7
2.3.8: Use Case - Updating Merchandise	7
2.3.9: Use Case - Sending An Email Through The Email Management System	8
2.3.10 Use Case - Checking User Usage Log	8
2.3.11 Use Case - Purchases an Item	8
2.4 User Interfaces	9
2.5 Non-Functional Requirements	9
<b>3. Contributions</b>	<b>10</b>

# 1. Introduction

## 1.1 Product Description

The Merchandising Society Club (MSC) makes Fashion Institute of Technology (FIT) and Stony Brook University merchandise. Their goal is to not only produce merchandise for students and faculties but also to showcase and sell their products that are crafted after extensive research on fashion trends and sales planning.

Thus, to display their products for sale, MSC runs its own physical Retail Revolution Store at FIT, and they are currently in need of expanding their collection online. Particularly during the COVID 19 crisis, customers cannot regularly access the offline retail store. Thus, having an online means of accessing MSC is a massive benefit for them.

Note that MSC values showcasing its merchandise (i.e., gallery-like) as much as selling their products to their customers. Hence, our solution is to create an online platform that offers a middle ground of a gallery and an online store where customers can experience the store and visually experience the products before making any purchases. Several main sections will be included on the website:

1. MSC About Page - This page delineates the purpose and the motives of the club. The MSC logo and its motto, "By Students, For Students." will be displayed at the top as the main heading. The page shows anecdotes and blogs about what MSC is doing for the community or how MSC has impacted the community. The retail store location, open/close times, and contact information are provided at the bottom of the page.
  - a. MSC admins can edit text description and main banner on the page.
2. Mailing Subscriptions - Users will be able to sign-up/cancel free email subscriptions. Subscribed users will receive emails when there are new products, store discounts, or announcements regarding the store or the club. MSC may also offer discount coupons to the subscribers to promote sales and subscription count.
  - a. MSC admins will be able to manage the email list and send out emails without requiring additional developer support.
3. Showcase Merchandise - Products will be showcased as images or a 3D view - users can scroll left and right to see an item's 360-degree views. Users will be able to select and view different variations of the wearable products (e.g., colors & fit) and put them into a shopping cart before ordering the product. Once an order is placed, the system will send out an email notification to the store manager who will ready the pick-up items.
  - a. MSC admins will be able to add, edit, and remove products. In the case of 3D view of the products, it will be in the form of multiple image uploads for a single product. The 3D aspect relies more on the admins to curate quality photos than the functionality itself.
  - b. There will not be any payment systems on the website, mostly due to strict Korean business tax laws. However, there may be links to external stores such as Naver Store or Interpark Store, where MSC products could be bought.
  - c. The admins will also see a visual graph or tables of how many products are sold, clicked, and in-stock in a defined time (e.g., weekly, monthly).
4. Virtual Showroom - Users will be able to scroll through, zoom in/out of the store showroom virtually on the website. This feature will allow users to view merchandise under the lights, purposefully set by the fashion designers. Additionally, the users will be able to experience a shopping atmosphere without actually visiting the store.

5. Team Page - This page will introduce the students with leadership positions in MSC and describe the activities that MSC is involved in. Users will be able to sign up for the club on this page. In addition, the club members' profiles and their contact information can be found at the bottom of the page.

## 1.2 Scope

This product will be made specifically to MSC's needs; it is not designed to be configured by other clubs or organizations. The website will show off general information about MSC and its merchandise without a payment system incorporated into the shopping. Regarding administrative functions, the admins of MSC can update product information, update information about their team members, manage a mailing list, and view user tracking logs. The online store is implemented as a website; hence, it will run on any device that supports a web-browser (excluding Internet Explorer).

## 1.3 Users

The intended groups of users of the product are SUNY Korea students and faculties. Nigh everyone attending SUNY Korea is comfortable with browsing websites.

## 1.4 User Feedback

We will be receiving user feedback at every point in the development process. Once the User Interface (UI) design is ready, we will demonstrate the prototype to the stakeholders. Then, we will interview a few students who have never heard about MSC to get some feedback. We will be working very closely with the MSC President to ensure that each function is developed as expected. We have already held meetings to have questions answered and get a more precise understanding of what the President envisions. We have learned that the President wants to show off everything that their offline platform has to offer in various methods.

## 1.5 Existing Alternatives

There is currently no existing alternative for an online platform for the MSC. Nevertheless, some of their functions were inspired by other sites. Which includes:

- Digital Catalog: Ordre.com
- Digital Styling: Looklet
- Online Showroom: Ricoh as well as BrandLab Fashion

## 1.6 Definitions

Usage	Meaning
MSC	Merchandising Society Club
FIT	Fashion Institute of Technology
SUNY	State University of New York
IEEE	Institute of Electrical and Electronics Engineers
UI	User Interface
Users	Customers using the website

## 1.7 References

1. IEEE Std 1233, 1998 Edition, IEEE Guide for Developing System Requirements Specifications.
2. R. McKenna, "The Course Generator™ Software Requirements Specification," Debugging Enterprises™
3. R. McKenna, "Regio Vinco™ Software Requirements Specification," Debugging Enterprises™
4. R. McKenna, "The ePortfolio Generator Software Requirements Specification," Debugging Enterprises™

## 2. Requirements

### 2.1 Functional Requirements

*Stretch goals are marked with \*\**

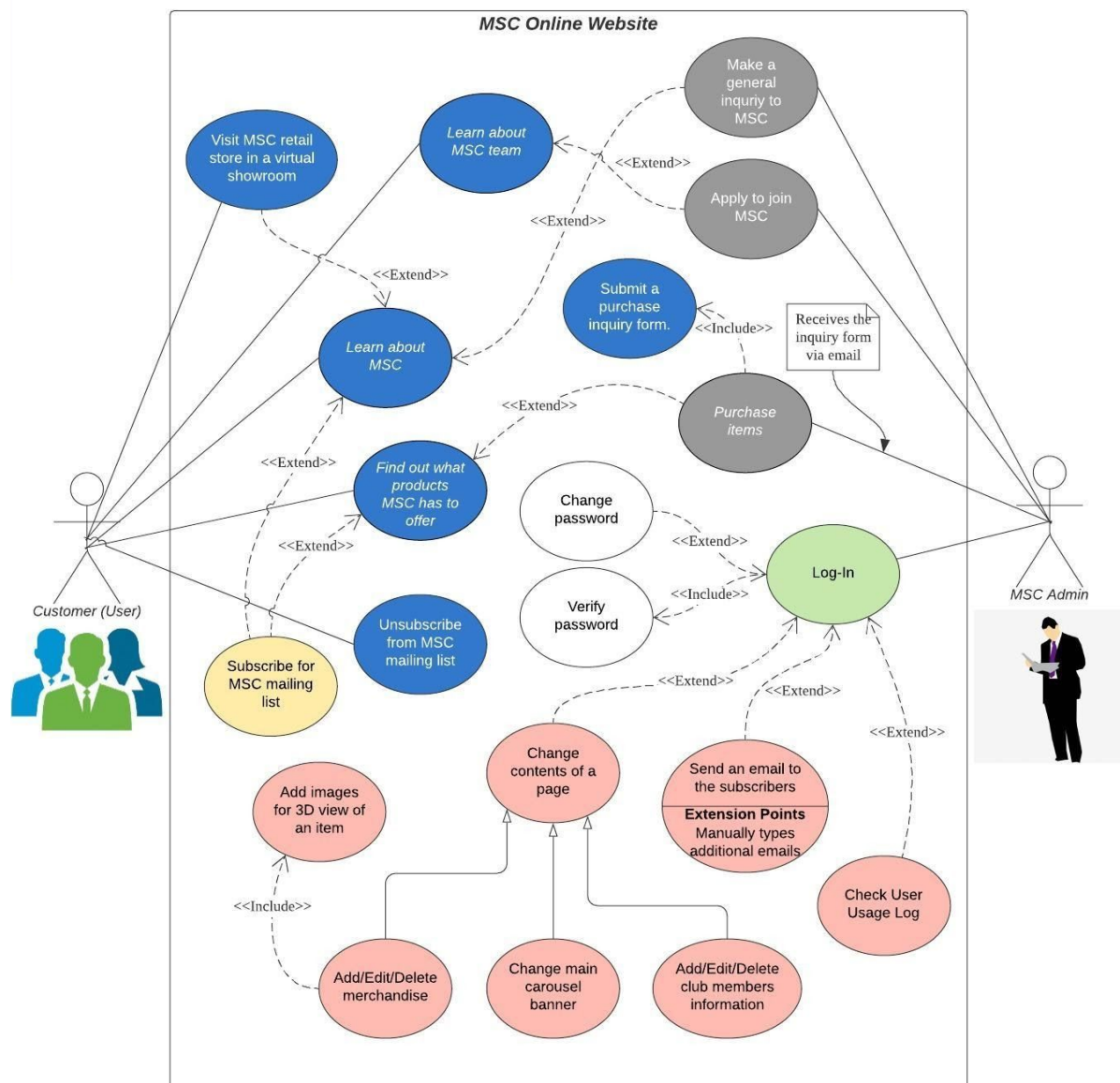
Users can:

1. Read about what MSC is and the activities MSC is involved in.
2. View MSC club members and club leaders.
3. View MSC products in a variety of methods.
  - a. Digital Catalog Method - 360 degrees rotation view of the merchandise.
  - b. \*\* Digital Styling Method - Mix and Match Clothes
4. \*\* Take a tour of the Retail Revolution Store Virtual Showroom.
5. Sign up for the MSC mailing subscription list.
6. Sign up to be a part of MSC.
7. Make a general inquiry to MSC.
8. Visit MSC's social media page via links provided on the website.
9. Submit a purchase request form of merchandise they like; it will automatically send an email to MSC. The club members will then prepare the item(s) and contact the user directly to discuss how the payment can be made (via bank transfer or cash). Purchased item(s) will be picked up from the retail store.

MSC administrators can:

1. Add, edit, or delete the contents displayed on the website (e.g., collections, club activities, logos, banners, and club members).
2. Analyze the website usage log - the site will show what items are viewed and sold the most, how many users subscribed, when the users most often visit the website, etc.
3. Manage the mailing lists and send emails about any updates from the club.
4. \*\* Create, update, and delete other admin accounts with specific permissions.
5. \*\* Export data (how many items sold, revenue made, etc.) into an EXCEL sheet or other platform.

## 2.2 Use Case Diagram



**Figure 1.** Use Case Diagram

## 2.3 Use Cases

### 2.3.1: Use Case - Learn More About MSC

Use Case	Learn more about MSC
Primary Actor	User
Priority	Expected
Scenario	<ol style="list-style-type: none"> <li>1. User starts on the home page.</li> <li>2. User clicks on the about tab.</li> <li>3. User reads about MSC.</li> </ol>
Extensions	<ol style="list-style-type: none"> <li>2a. User clicks on the team tab.</li> <li>2b. User reads about the students in the leadership role.</li> </ol>

### 2.3.2: Use Case - Find Out What Products MSC Has To Offer

Use Case	Find out what products MSC has to offer
Primary Actor	User
Priority	Essential
Scenario	<ol style="list-style-type: none"> <li>1. User starts on the home page</li> <li>2. User clicks on the collection tab.</li> <li>3. Users are presented with two options: a) apparel and b) assorted goods.</li> <li>4. User selects one of the options.</li> <li>5. User scrolls through the list of available products.</li> <li>6. User selects a product and gets redirected to a page with more details about the product.</li> </ol>
Extensions	<ol style="list-style-type: none"> <li>7. If available, users can view the product in different methods (e.g., Digital Catalog method).</li> <li>8. Users can search for a specific item in a search bar</li> </ol>

### 2.3.3: Use Case - Sign Up For MSC Mailing List

Use Case	Sign up for MSC mailing list
Primary Actor	User
Priority	Expected
Scenario	<ol style="list-style-type: none"> <li>1. User starts on the home page.</li> <li>2. User clicks on the contact tab.</li> <li>3. User finds the section for signing up for the mailing list.</li> <li>4. User types in their email.</li> <li>5. User clicks on the apply button.</li> </ol>
Extensions	<ol style="list-style-type: none"> <li>6. User receives a success email immediately after the application.</li> </ol>

### 2.3.4: Use Case - Unsubscribe From MSC Mailing List

Use Case	Unsubscribing from MSC mailing list
Primary Actor	User
Priority	Expected
Precondition	The user has already signed up for the MSC mailing list and has already received at least the confirmation email.
Scenario	<ol style="list-style-type: none"> <li>1. The user starts on their email from MSC.</li> <li>2. User clicks on the “unsubscribe” button.</li> <li>3. User is redirected to the auto unsubscribe page.</li> <li>4. The user is automatically unsubscribed.</li> </ol>
Extensions	<ol style="list-style-type: none"> <li>5. The user can optionally fill out a short survey on why he or she unsubscribed from the mailing list.</li> </ol>

### 2.3.5: Use Case - Apply To Join MSC

Use Case	Apply to join MSC
Primary Actor	Students
Priority	Nice to have
Scenario	<ol style="list-style-type: none"> <li>1. User starts on the home page</li> <li>2. User clicks on the contact tab.</li> <li>3. User finds the section for applications.</li> </ol>

	4. User clicks on the “apply” button and gets redirected to an application form (e.g., google survey).
Extensions	4a. User clicks fills out the form directly on the site and then applies.

#### 2.3.6 Use Case - Make a General Inquiry

Use Case	Make a General Inquiry
Primary Actor	Students
Priority	Expected
Scenario	1. User explores the products and collections on the website. 2. User gets interested in a product.
Extensions	3a. User tries to find a way to contact MSC directly. 3b. User clicks the “About Us” tab. 4a. User clicks on their social media and contact information icon next to the product. 4b. User clicks the “Make a General Inquiry” button. 5a. User makes a general inquiry. 5b. User fills out the inquiry form regarding the product.

#### 2.3.7: Use Case - Changing Main Carousel Banner Images

Use Case	Changing main carousel banner images
Primary Actor	MSC Admin
Priority	Expected
Scenario	1. Admin starts on the admin login page. 2. Admin logs in. 3. Admin is redirected to the admin dashboard. 4. Admin navigates to the main carousel banner editing page. 5. Admin adds, edits, or removes banner images.
Extensions	

#### 2.3.8: Use Case - Updating Merchandise

Use Case	Updating merchandise
Primary Actor	MSC Admin
Priority	Expected
Scenario	1. Admin starts on the admin login page. 2. Admin logs in. 3. Admin is redirected to the admin dashboard. 4. Admin navigates to the merchandise editing page. 5. Admin selects ‘add merchandise’. 6. Admins selects the type of showcase they would like to add. (Digital Styling, Digital Showcase, etc). 7. Admin enters in the data for the merchandise. (e.g., images for a 3D view of the product) 8. Admin submits the new data.
Extensions	5a. Admin finds the item to edit. 5b. Admin finds the item to delete. 6a. Admin selects ‘edit merchandise’.



	6b. Admin selects 'delete merchandise'. 7a. Admin enters in the updated data for the merchandise. 7b. Admin confirms the deletion. 8a. Admin saves the new data.
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#### 2.3.9: Use Case - Sending An Email Through The Email Management System

Use Case	Sending an email through the email management system
Primary Actor	MSC Admin
Priority	Essential
Scenario	1. Admin starts on the admin login page. 2. Admin logs in. 3. Admin is redirected to the admin dashboard. 4. Admin navigates to the email management page. 5. Admin selects the recipients of the email from the email list. 6. Admin fills in the email subject and body. 7. Admin presses send.
Extensions	6a. Admin manually types in additional emails. 7a. Proceed to step 6.

#### 2.3.10 Use Case - Checking Web Usage Analysis Page

Use Case	View an analysis of how the website is used
Primary Actor	MSC Admin
Priority	In between expected and nice to have
Scenario	1. Admin starts on the admin login page. 2. Admin logs in. 3. Admin is redirected to the admin dashboard. 4. Admin navigates to the Usage Analysis page. 5. Admin selects daily, weekly, or monthly options. 6. According to the option chosen, the admins can see items in an orderly fashion that were viewed most often and sold the most. The admins can also see how many users subscribed and the busiest time users access the site.
Extensions	7. There will be another page where displays users' IP, time of access, and the pages viewed. (i.e., tracking logs) 8. Displays data in a nice bar graph.

#### 2.3.11 Use Case - Purchases an Item

Use Case	Purchase an item
Primary Actor	Users & MSC Admin
Priority	Expected
Scenario	1. <i>Extension to Step 6 from 2.3.2</i> 2. User clicks "Fill out Purchase Inquiry." 4. Sees a pop-up modal to which users can fill out general information about the purchase: size, color, amount, and contact info. 5. User fills the information and clicks submit. 6. MSC admin receives an email with the general information.

	<p>7. MSC admin prepares the item and contacts the user that the item is ready for pick up.</p> <p>8. The user visits the MSC retail store or meets an MSC member to pick up an item. He or she pays via bank transfer or cash.</p>
Extensions	<p>9. Purchase can be done on external platform (e.g., Naver online market); Link to it will be provided.</p>

## 2.4 User Interfaces

- I. Sketch Prototype (MSC-provided)
  - A. <https://drive.google.com/file/d/1IDFXrd9EWJvJsEqTC9kPM1KXmaLTGSkX/view?usp=sharing>
- II. Figma Mid-Fidelity Prototype
  - A. <https://www.figma.com/proto/tRRsr2w2i89EmhyVpozpDL/Merchandising-Society-Club-%2F-HDD?node-id=0%3A1&scaling=min-zoom>

## 2.5 Non-Functional Requirements

1. The site should be available in both Korean and English.
2. Users will be able to access the website via most web browsers (e.g., Google Chrome, Firefox, and Safari) except Internet Explorer.
3. Users will be able to search for merchandise or any content relating to the website from a search tab.
4. Users will be able to purchase multiple products.
5. Any submission from the users (e.g., general inquiry, club application) will automatically notify MSC admins via email.
6. MSC admins should use the admin pages with minimal guidance; admin pages will only be accessed via logging.
7. MSC admins can make changes to banners, text contents, and images with minimal guidance.
8. Whenever MSC admins make changes to the contents from admin pages, the user-side website will be updated automatically.
9. The admins will be able to change the admin's login password, even when the password is forgotten.
10. Usage log is visible in a formatted data in a table or a graph.
11. The website will have a consistent color theme (hex-value: 030303, D5D5D5, 5C5C5C, EA7229) and format.
12. There can be no unhandled exceptions from incorrect user input.

### 3. Contributions

Member	Work Produced
David J. Cha	Participated in meetings. Setup workflow and kept track team progress and due dates through Trello. Presented a pitch in class. Contributed to mid-fidelity prototype. Contributed to creating the SRS.
Daekyung Kim	Participated in meetings. Decided on what frameworks, languages, and libraries we are going to use. Presented for Mini-expo. Contributed to mid-fidelity prototype. Contributed to creating the SRS.
MSC	Participated in meetings. Explained what requirements were needed on the online platform. Gave feedback on the mid-fidelity prototype.
Haseung Lee	Participated in meetings. Compiled and organized a list of requirements for the online platform. Created slides and script for Mini-expo. Contributed to mid-fidelity prototype. Contributed to creating the SRS.