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| --- | --- | --- | --- |
| Characteristic | Sub-Characteristic | Related Features in Website | Description |
| Functionality | Suitability | Categories and customer | Simple user interface displaying important and frequent categories. Offers and new products are on the new page. |
| Specific value mentioned. |
| Dashboard |
| Accurateness | Product feel | Trying to help the customers understand the weight, feel and use of the products with the help of pictures.  The offers mentioned in the website are exactly the true information provided. |
| Exact Offers |
| Interoperability | Easily Understood | Easy navigation from one page to other page. |
| Website Navigation |
| Add to cart option |
| Compliance | Particular Day’s Offer | Clearly mentioned about the offers(on which day the offer is valid) |
| Security | Login emails | Secure information about the customer(emails) |
| Reliability | Maturity | Customer Support | Will help the customers further by the feedback given by them. |
| Usability | Understand ability | Utilize large, professional photos of the the product | HD images, flash videos if required to make the customer to get a clear idea of the product. |
| Learnability | Latest news | Presenting the latest updates about the products that are available.  Asking the customer to enter his email so that we can keep them updated about our latest products regularly. |
| Popular products |
| Operability | Search box | Searching for a product of their choice with the help of search box.  Add to cart option on every page. |
| Add to Shopping cart |

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| --- | --- | --- | --- |
| Efficiency | Time behaviour | Seasonal products are up to date. | Seasonal products availability time will be clearly displayed. |
| Maintainability | Changeability | Offers on products | Changes, offers are going will be display in the website attractively. |
| New products |
| End of sale |
| Stability | Fault tolerance | Develop our websites fault tolerantly and also place a fail over server in standby to maintain website availability at any time. |
| Fail over servers |
| Testability | Customer views using DEA method | The customer views on every page will be checked and depending on that we can develop further. |
| Portability | Adaptability | Responsive | Our website will be designed with interactive menus and responsive display of the products. |
| Interactive design |
| Install ability | Speed | We will make sure that our website content will load very fast on all platforms and browsers. |
| Conformance | Conformation with customers to send reminders. | Will ask the customers during the login whether they want the reminder emails to be sent or not. |
| Replace ability | Website | The website can be viewed on any type of browsers. |

The action plan has done to analyse and evaluate the quality of the product with the support of ISO 9126 “Software Quality Characteristics”. These are taken to analyse the quality criteria which is suitable for the features of the product as stated below in the table.