MercadoNavarro

Vision

Version <1.0>

Revision History

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Table of Contents

1. Introduction 3

1.1 Purpose 3

1.2 Scope 3

1.3 Definitions, Acronyms, and Abbreviations 3

1.4 References 3

1.5 Overview 3

2. Positioning 3

2.1 Business Opportunity 3

2.2 Problem Statement 3

2.3 Product Position Statement 3

3. Stakeholder and User Descriptions 3

3.1 Market Demographics 3

3.2 Stakeholder Summary 3

3.3 User Summary 3

3.4 User Environment 3

3.5 Stakeholder Profiles 33

3.6 User Profiles 33

3.7 Key Stakeholder or User Needs 3

3.8 Alternatives and Competition 3

4. Product Overview 3

4.1 Product Perspective 3

4.2 Summary of Capabilities 3

4.3 Assumptions and Dependencies 3

4.4 Cost and Pricing 3

4.5 Licensing and Installation 3

5. Product Features 3

6. Constraints 3

7. Quality Ranges 3

8. Precedence and Priority 3

9. Other Product Requirements 3

9.1 Applicable Standards 3

9.2 System Requirements 3

9.3 Performance Requirements 3

9.4 Environmental Requirements 3

10. Documentation Requirements 3

10.1 User Manual 3

10.2 Online Help 3

10.3 Installation Guides, Configuration, and Read Me File 3

10.4 Labeling and Packaging 3

A Feature Attributes 3

A.1 Status 3

A.2 Benefit 3

A.3 Effort 3

A.4 Risk 3

A.5 Stability 3

A.6 Target Release 3

A.7 Assigned To 3

Vision

# Introduction

This document collects, analyzes, and defines features of MercadoNavarro. It focuses on the capabilities needed by the stakeholders and the target users, and why these needs exist. The details of how MercadoNavarro fulfills these particular needs are detailed in the use-case.

## Purpose

The purpose of this vision document is to describe and inform the stakeholders of the uses, needs and features of this product.

## Scope

MercadoNavarro is an application that provides a market for users to buy or sell products of any type, new or used.

## Definitions, Acronyms, and Abbreviations

No definitions.

## References

No references*.*

## Overview

The following part of the document will portray the advantages of developing this specific software for users (buyers and sellers), and the business opportunity for MercadoNavarro. It will also demonstrate the possible functionalities for users.

# Positioning

## Business Opportunity

By providing a platform for users to buy and sell products, the company can charge a percentage on sales.

## Problem Statement

|  |  |
| --- | --- |
| The problem of | Lack of connection between seller and buyer |
| affects | Both buyers and sellers |
| the impact of which is | Buyers are unaware of a desired product being sold |
| a successful solution would be | Provide a resource-full market in which buyers and sellers are better connected. |

## Product Position Statement

|  |  |
| --- | --- |
| For | Any person willing to buy or sell a product |
| Who | Needs a platform to reach a wide market |
| The (product name) | MercadoNavarro |
| That | Provides a wide market to buy or sell any product |
| Unlike | Street shops |
| Our product | reaches a bigger audience and has more variety |

# Stakeholder and User Descriptions

To successfully create a web market in which all sellers and buyers’ needs are fulfilled, it is essential to first target those certain needs. A user of MercadoNavarro who wishes to sell products needs to be able to upload product description and prices to the application, have a rating system to categorize his experience as a seller of the webmarket and receive the money provided by the buyer in the transaction. On the other hand, a buyer needs to be able to search for a desired product in the market and buy certain product indicating quantity and buying method (cash, credit card, etc).

## Market Demographics

The potential of this project relies on the huge audience that can be reached if the goals are achieved. A web market of considerable size can reach millions of people of different ages and social status. MercadoNavarro can also attract street shop owners to sell their products on the web market and have a wider consumer reach.

## Stakeholder Summary

|  |  |  |
| --- | --- | --- |
| **Name** | **Description** | **Responsibilities** |
| Basic stakeholder | Wishes to make a profitable investment | * monitors the project’s progress * approves funding |

## User Summary

|  |  |  |  |
| --- | --- | --- | --- |
| **Name** | **Description** | **Responsibilities** | **Stakeholder** |
| Buyer  Seller | Consumer of the products published by the seller  Supplier of products | Buy products via credit card transactions or cash.  Upload products for sale on the web market |  |

## User Environment

The user environment must be easy to use. Buyer and seller available tasks will be fast and user-friendly. In a near future it is possible that we adapt our platform for mobile devices to reach a wider market and provide a better system.

## Stakeholder Profiles

### Not taken into consideration.

|  |  |
| --- | --- |
| **Representative** |  |
| **Description** |  |
| **Type** |  |
| **Responsibilities** |  |
| **Success Criteria** |  |
| **Involvement** |  |
| **Deliverables** |  |
| **Comments / Issues** |  |

## User Profiles

|  |  |
| --- | --- |
| **Representative** | Buyer or Seller user |
| **Description** | Common user of the webmarket |
| **Type** | Buyer or provider |
| **Responsibilities** | Buyer are responsible of ranking sellers. Sellers must provide accurate detail of the product they are selling |
| **Success Criteria** | Successful transaction between buyer and seller |
| **Involvement** | User is involved by using the webmarket |
| **Deliverables** | No deliverables |
| **Comments / Issues** | No comments |

## Key Stakeholder or User Needs

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
| **Need** | **Priority** | **Concerns** | **Current Solution** | **Proposed Solutions** | |
| - | - | - | - | | - |

## Alternatives and Competition

The possible competition and alternatives that exist for stakeholders are street stores, or other ecommerce pages that provide a similar product, like Mercadolibre.

### 

# Product Overview

The webmarket will be available for any Java user, users will have the option to register as a buyer or seller.

Buyer users will have the ability to search for desired products and make purchases. Seller users will have the ability to upload any product to the application, providing a product description, price and images if desired.

## Summary of Capabilities

**Table 4-1 Customer Support System**

|  |  |
| --- | --- |
| **Customer Benefit** | **Supporting Features** |
| No benefits |  |
|  |  |
|  |  |

## Assumptions and Dependencies

Java is needed.

## Cost and Pricing

MercadoNavarro costs are tied to the maintenance of the data base and of the project development (Nearly $400.000). Sales would provide a commission for the company.

## Licensing and Installation

The webmarket does require installation, Java is needed. The licensing of MercadoNavarro includes total certification that passwords and credit/debit card information will not be released by any means and is guaranteed private.

# Product Features

Main product features include buying and selling products, more details will be provided in the use cases.

# Constraints

Java is required.

# Quality Ranges

MercadoNavarro will provide a maximum quality webmarket, with the best technology used at the present time.

# Precedence and Priority

Priority will be to provide a user friendly interface with fast response and reliable payment methods.

# Other Product Requirements

No more requirements.

## Applicable Standards

Legal standards with respect to credit card data manipulation.

## System Requirements

Access to the internet and Java.

## Performance Requirements

Good bandwidth to fetch data from the web market and for sellers to upload pictures at a high speed.

## Environmental Requirements

No environmental requirements.

# Documentation Requirements

## User Manual

No user manual provided

## Online Help

No online support.

## Installation Guides, Configuration, and Read Me File

Installation needed.

## Labeling and Packaging

No labeling and packaging as this is responsibility of the seller.

# A Feature Attributes

Not applicable.

## A.1 Status

|  |  |
| --- | --- |
| Proposed |  |
| Approved |  |
| Incorporated |  |

## A.2 Benefit

|  |  |
| --- | --- |
| Critical |  |
| Important |  |
| Useful |  |

## A.3 Effort

## A.4 Risk

## A.5 Stability

## A.6 Target Release

## A.7 Assigned To