



---

# Mercado Gravy Vision

**Version 1.0**



---

## Revision History

Date	Version	Description	Author
28/08/2018	1.0	Vision document first version	Eva van Esseveldt, Jimena Lozano, Maite Herran, Pedro Pingarilho, Fermin Gomez, Emilio Basualdo



---

# Table of Contents

1.	Introduction	5
	1.1 Purpose	5
	1.2 Scope	5
	1.3 Definitions, Acronyms, and Abbreviations	5
	1.4 References	5
	1.5 Overview	5
2.	Positioning	5
	2.1 Business Opportunity	5
	2.2 Problem Statement	6
	2.3 Product Position Statement	6
3.	Stakeholder and User Descriptions	6
	3.1 Market Demographics	6
	3.2 Stakeholder Summary	6
	3.3 User Summary	7
	3.4 User Environment	7
	3.5 Stakeholder Profiles	7
	3.5.1 Development team	7
	3.5.2 Payment service	8
	3.5.3 Administrators	8
	3.5.4 Government	8
	3.5.5 Society	9
	3.5.6 Investors	9
3.6	User Profiles	9
	3.6.1 Seller	9
	3.6.2 Buyer	10
3.7	Key Stakeholder or User Needs	10
3.8	Alternatives and Competition	11
	3.8.1 Mercado Libre	11
	3.8.2 Ebay	11
4.	Product Overview	11
	4.1 Product Perspective	11
	4.2 Summary of Capabilities	11
	4.3 Assumptions and Dependencies	11
	4.4 Cost and Pricing	11
	4.5 Licensing and Installation	12
5.	Product Features	12



---

6. Constraints	12	
7. Quality Ranges	12	
8. Precedence and Priority	13	
9. Other Product Requirements	14	
9.1 Applicable Standards	14	
9.2 System Requirements	14	
9.3 Performance Requirements	14	
9.4 Environmental Requirements	14	
10. Documentation Requirements	14	
10.1 User Manual	14	
10.2 Online Help	14	
10.3 Installation Guides, Configuration, and Read Me File	14	
10.4 Labeling and Packaging	14	
A. Feature Attributes	14	3
A.1 Status	14	
A.2 Benefit	15	
A.3 Effort	15	
A.4 Risk	16	
A.5 Stability	16	
A.6 Target Release	16	
A.7 Assigned To	16	
A.8 Reason	16	

---

# Vision

## 1. Introduction

### 1.1 Purpose

The purpose of this document is to collect, analyze, and define high-level needs and features of Mercado Gravy. It focuses on the capabilities needed by the stakeholders and the target users, and **why** these needs exist. The details of how Mercado Gravy fulfills these needs are detailed in the use-case and supplementary specifications.

### 1.2 Scope

The application will provide its users a platform in which electronic commerce will be made. Sellers will be able to establish a fixed price for the products they post, and the transaction will take place only if a buyer is willing to pay for the product.

### 1.3 Definitions, Acronyms, and Abbreviations

- Platform: a platform is the basic hardware (computer) and software (operating system) on which software applications can be run.
- Application: The term application is a shorter form of application program. An application program is a program designed to perform a specific function directly for the user or, in some cases, for another application program.
- Bugs: A software bug is an error, flaw, failure or fault in a computer program or system that causes it to produce an incorrect or unexpected result, or to behave in unintended ways.
- Desktop: the desktop is the primary user interface in a computer.
- Constraint: The business constraints can be fiscal limitations, physical limitations (for example, network capacity), time limitations (for example, completion before significant events such as the next annual meeting), or any other limitation you anticipate as a factor that affects the achievement of the business goal.

### 1.4 References

- IEEE (Institute of Electrical and Electronics Engineers) Computer Society.
- Software Engineering Standards Committee, & IEEE-SA Standards Board, 1998.
- IEEE recommended practice for software requirements specifications.

### 1.5 Overview

This document aims to provide more information about Mercado Gravy, from different points of view. It will inform why the application was created, it will describe the profile of the stakeholders and users involved, the key problems that they perceive to be addressed by Mercado Gravy, and a high level view of the product capabilities and features. This document will be updated regularly in order to update changes during the course of the project's evolution.

## 2. Positioning

### 2.1 Business Opportunity

The opportunity being met by this project is designing an application which fulfills to unite retailers and possible consumers, facilitating their communication. This way, not only will sellers increase their cash flow, but buyers will be able to find product with ease.

## 2.2 Problem Statement

The problem of	Existing various Buying/Selling websites on the market.
affects	Consumers afraid of buying due to lack of trust and sellers that have difficulties on selling their products due to various competitors.
the impact of which is	Small retailer's cash flow are usually lower than they could be
a successful solution would be	Provide a user-friendly and secure selling and buying platform.

## 2.3 Product Position Statement

For	small scale buyers and sellers
Who	have the need to acquire or sell goods not necessarily in large scale
The Mercado Gravy	is a software which allows people to sell and buy
That	offers a simple, safe and secure platform for ordinary people who want to trade
Unlike	Amazon which offers a mass market customer base,
Our product	targets smaller and more specialized markets.

## 3. Stakeholder and User Descriptions

### 3.1 Market Demographics

The product is aimed to engender a seller-buyer nexus in order to create a flow in goods between people who do not need them anymore and people who are in need of them. Small scale sellers will also be able to use the platform as a link with buyers. Anyone who is 18 years or older and uses everyday technology will be able to handle Mercado Gravy easily and with confidence.

### 3.2 Stakeholder Summary

Name	Description	Responsibilities
Development Team	Develops the platform	Designs and constructs the product
Payment Service	Responsible for money transactions	Offers a secure payment service so that the buyer can pay the seller in such a way that they feel protected
Administrators	In charge of the project as a	Every part of the project responds to the

	whole	administrators who make the final decisions.
Society	Where the company and employees share economic successes	Ensures the market demand
Government	Sets and administers public policy	Sets the regulations that give context and place to economic activities
Investors	Invests money for the enterprise	Provide cash flow

### 3.3 User Summary

Name	Description	Responsibilities	Stakeholder
Seller	Client who displays products in conditions to be bought	-Display items in good conditions -Notify system faults	If the seller is not directly represented, the administrators are responsible for representing the seller's interest
Buyer	Client who may buy a product posted buy a seller	-Buy products and review purchased products -Notify system faults	If the buyer is not directly represented, the society is responsible for representing the buyer's interest

### 3.4 User Environment

- The system provides a simple transaction where only the user and the seller are involved. The number of people involved in completing the task never changes.
- First, the seller will define the amount of time he wants to give users to buy his products, or he can let the application decide the expiration date. As the user decides to start the transaction by buying a published product, the task will take at least a day to finish, as the payment method must be approved and the product must be separated from stock. Once this is completed, the time spent on the delivery of the product will depend on the exchange decisions arranged by the buyer and seller.
- Products bought far away from the seller's shop/warehouse may have their shipping delayed by severe weather conditions.
- Nowadays, the used platform is a desktop application, where the buyer can look for published products by sellers. Future platforms may consist on a mobile application, containing the same features as the desktop application.
- The application requires external software to validate users personal information; cellphone, address, identity, etc.

### 3.5 Stakeholder Profiles

#### 3.5.1 Development Team

<b>Representative</b>	Lead programmer
-----------------------	-----------------

<b>Description</b>	Employees in charge of the development of the product
<b>Type</b>	Expertise in desktop application development
<b>Responsibilities</b>	Responsible for the proper operation of the product after bringing together and consolidating the multiple sectors of the project
<b>Success Criteria</b>	When the site works properly and the user is happy with it
<b>Involvement</b>	Highly relevant during elaboration and maintenance phases
<b>Deliverables</b>	They will be required for future updates, as modifications or new features are required for a better performance of the application.
<b>Comments / Issues</b>	No comments

### 3.5.2 *Payment service*

<b>Representative</b>	Transaction specialist
<b>Description</b>	Offers payment services
<b>Type</b>	Expert in transactions, application development and security
<b>Responsibilities</b>	Responsible for protected transactions between users
<b>Success Criteria</b>	When a transaction is fulfilled successfully
<b>Involvement</b>	Fairly relevant
<b>Deliverables</b>	A secure and working platform to obtain information for transactions from users.
<b>Comments / Issues</b>	No comments

### 3.5.3 *Administrators*

<b>Representative</b>	Product Administrator
<b>Description</b>	In charge of the whole business
<b>Type</b>	Management expert with knowledge in application development
<b>Responsibilities</b>	Makes final decisions in order to make the site stand working all day long
<b>Success Criteria</b>	When all of the business is operating according to established standards
<b>Involvement</b>	Highly Relevant
<b>Deliverables</b>	Reports on the site
<b>Comments / Issues</b>	No comments

### 3.5.4 *Government*

<b>Representative</b>	Manager of government and public affairs
<b>Description</b>	Sets and administrates public policy
<b>Type</b>	Expert in making decisions for the country or the local state



<b>Responsibilities</b>	Ensure a legal framework so that the project can be inserted in society
<b>Success Criteria</b>	When the government and the project representatives can reach an agreement that benefits the project yet it doesn't violate the country's law
<b>Involvement</b>	Fairly relevant
<b>Deliverables</b>	No additional deliverables
<b>Comments / Issues</b>	No comments

### 3.5.5 *Society*

<b>Representative</b>	Any person
<b>Description</b>	Represents any individual of a market system
<b>Type</b>	Casual user
<b>Responsibilities</b>	Use the site
<b>Success Criteria</b>	Successfully buying something from the market site
<b>Involvement</b>	Highly Relevant
<b>Deliverables</b>	Easy and accessible buying/selling system
<b>Comments / Issues</b>	No comments

### 3.5.6 *Investors*

<b>Representative</b>	Any person with interest in the business
<b>Description</b>	Commits capital to the project with expectations of financial return
<b>Type</b>	Non specific qualifications required
<b>Responsibilities</b>	Assessment in finance
<b>Success Criteria</b>	Demands imposed are being achieved
<b>Involvement</b>	Partly relevant
<b>Deliverables</b>	Financial return from the company
<b>Comments / Issues</b>	No comments

## 3.6 **User Profiles**

### 3.6.1 *Seller*

<b>Representative</b>	Any seller
<b>Description</b>	Any user who wants to sell a product
<b>Type</b>	Casual user
<b>Responsibilities</b>	To display products and describe them in the most accurate way

<b>Success Criteria</b>	High rating after completed transactions
<b>Involvement</b>	Highly Relevant
<b>Deliverables</b>	Cash from the transaction
<b>Comments / Issues</b>	No comments

### 3.6.2 Buyer

<b>Representative</b>	Any buyer
<b>Description</b>	Any user who explores the products in order to buy
<b>Type</b>	Casual user
<b>Responsibilities</b>	Buying a product
<b>Success Criteria</b>	High rating after completed transactions
<b>Involvement</b>	Highly Relevant
<b>Deliverables</b>	Product from the transaction
<b>Comments / Issues</b>	No comments

## 3.7 Key Stakeholder or User Needs

Need	Priority	Concerns	Current Solution	Proposed Solutions
User friendly interface	High	Old people tend to struggle with new technology	Patterns in layout and design are commonly used t.o help facilitate efficiency, since once a user learns how to do something, they should be able to transfer that skill to other parts of the site. Sites often tend to think ahead about the goals of users, this might lead to an opportunity of having fields pre-chosen or filled out.	Keep the interface simple, avoiding unnecessary elements and being clear in the language used on labels and in messaging. Make sure that the system communicates what's happening (errors, actions, locations or changes in state) Consider the spatial relationship between items on the platform and structure the platform is based. The platform should be structured by importance. It should also consider spatial relationship between items. Careful placement of items can help draw attention to the most important pieces of information and can aid scanning and readability.
Trustful environment	High	It's very difficult to trust unknown people on the internet, specially when		Consider more secure e-commerce payment system such as Pay-Pal or Google Wallet

		payments are involved		
--	--	-----------------------	--	--

### 3.8 Alternatives and Competition

#### 3.8.1 Mercado Libre

Major strength: Mercado Libre has been on the market for more than 10 years and has a solid trade system.

Weakness: It's not an international trade system and needs more variety of products.

#### 3.8.2 Ebay

Major strength: It is a very simple platform, easy to use.

Weakness: bidding process, this can mean competing with countless of users in order to buy a product.

## 4. Product Overview

Mercado Gravy provides a secure environment for customers to buy products from other customers by letting them post products, view products, buy and pay for them, all within the platform.

### 4.1 Product Perspective

Mercado Gravy is not the component of a larger system, it is independent and totally self-contained. Its main aim is to be the best user-friendly e-commerce system in the market which provides a highly secure environment for its users.

### 4.2 Summary of Capabilities

**Table 4-1 Customer Support System**

Customer Benefit	Supporting Features
Customer satisfaction is improved because nothing falls through the cracks.	Problems are uniquely itemized, classified and tracked throughout the resolution process. Automatic notification occurs for any aging issues.
Customers can help themselves, lowering support costs and improving response time.	Knowledge base can be made available over the Internet. Includes hypertext search capabilities and graphical query engine.
Customers can take care of the problems they come across while using Mercado Gravy, meaning that less money will have to be invested in human support . This will be done with a basic inquiry.	A help icon will be available for users to search for possible and usual problems' solutions.

### 4.3 Assumptions and Dependencies

The product will run on a computer with java virtual machine installed. Access to the internet is also required.

### 4.4 Cost and Pricing

To develop the entire system, a budget of u\$s 10000 will be needed. This includes the programming, design of images and icons. This budget does not include the monthly external server and maintenance services such as the DataBase fee, mailing services and maintenance salaries.

#### **4.5 Licensing and Installation**

As the product is a desktop application, the official company website will show a link to download the application, free of charge and with a ReadMe file included to follow an installation process.

### **5. Product Features**

- User registration
- User login
- Edit user profile
- Delete user
- Shopping cart
- Promotions
- Search, buy and sell products in the application's catalogue
- Pay in cash or with credit card
- Notification to the seller after a purchase is done
- Bridge buyer and seller
- Secure environment
- Ability to have many users using the platform at the same time
- User friendliness

#### Product features summary:

After signing in and completing his profile or logging in, the user can search for, buy and sell products within the application's catalogue in an environment which is easy to use. The user can place items that he wants to buy inside a shopping cart, and proceed afterwards with the purchase (which can be done either via credit card or in cash). The system will notify the seller after a purchase has been done and it will provide each part with the other parts' phone number and name.

Users will be able to delete their accounts and also to edit their profiles.

### **6. Constraints**

- Internet connection is needed for access to the DataBase system and to the email system in order to confirm accounts
- Security
- Response time to user interaction must be within 6 seconds
- All day long, all year long operation

### **7. Quality Ranges**

Quality ranges will be calculated with respect to:

- Competitors such as Ebay
- Requirement specs established
- Use cases

## 8. Precedence and Priority

System features	Priority	Overview
Purchase Process	High	The customer should have a faultless experience when buying a product.
Security	High	A safe environment should be provided so that the user can trust the application.
User – friendly	High	The application should be easy and simple to use to anyone.
Delete account	Medium	The user should know that he can delete the account.
Edit profile	Low	The user should be able to edit its profile in order to modify his default data



---

## **9. Other Product Requirements**

### **9.1 Applicable Standards**

The system must adhere to platform compliance standards (Windows and Unix).

### **9.2 System Requirements**

Operative systems such as Windows and Unix, a mouse and a monitor or a touch monitor are required in order to be able to interact.

### **9.3 Performance Requirements**

Our app does not require big bandwidth for connections, normal bandwidths are enough. Nevertheless, on highly requested products, user with higher connections speed will be able to purchase faster than users with slower connections.

### **9.4 Environmental Requirements**

None specified

## **10. Documentation Requirements**

### **10.1 User Manual**

The user manual will have everything needed to know such as use guidance and regulations and conditions. Nevertheless, the user will be able to personally learn how to use the application due to its friendliness.

### **10.2 Online Help**

There will be a site with general and also a detailed description of each of the application's possible actions. Also a "frequently asked questions" will be available.

### **10.3 Installation Guides, Configuration, and Read Me File**

Installation instructions will be provided in the Read Me file included in the software.

### **10.4 Labeling and Packaging**

Not applicable.

## **A Feature Attributes**

### **A.1 Status**

After negotiation and review by the project management team in order to keep track of the progress of the project and make the necessary changes to improve it, features can be sectioned in any of the following three status:

Proposed	<p>People from the project team, the product management team and the user community will gather twice a month in order to discuss potential features.</p> <p>Current potential features are:</p> <ul style="list-style-type: none"> <li>• User registration</li> <li>• User login</li> <li>• Edit user profile</li> <li>• Delete user</li> <li>• Shopping cart</li> <li>• Promotions</li> <li>• Search, buy and sell products in the application's catalogue</li> <li>• Pay in cash or with credit card</li> <li>• Notification to the seller after a purchase is done</li> <li>• Secure environment</li> <li>• Ability to have many users using the platform at the same time</li> <li>• User friendliness</li> </ul>
Approved	The leader administration group will take the final say at defining which suggested features will be implemented.
Incorporated	As each feature is unique and different from the others, each one will be included at a specific point in time established by the team working in it.

## A.2 Benefit

In order to manage scope and determine development priority, as each requirements are not created equal, they can be ranked as follows:

Critical	<ul style="list-style-type: none"> <li>• User registration</li> <li>• User login</li> <li>• Shopping cart</li> <li>• Search, buy and sell products in the application's catalogue</li> <li>• Pay in cash or with credit card</li> <li>• Notification to the seller after a purchase is done</li> <li>• Secure environment</li> <li>• Ability to have many users using the platform at the same time</li> <li>• User friendliness</li> </ul>
Important	<ul style="list-style-type: none"> <li>• Edit user profile</li> <li>• Delete user</li> </ul>
Useful	<ul style="list-style-type: none"> <li>• Create discounts or promotions</li> </ul>

## A.3 Effort

The development team will determine an estimated amount of time for it to be achieved. Some examples are mentioned below:

---

Post products: 1 week  
Paying platform: 1 week  
Client login: 3 days  
Shopping cart (add and view): 1 week  
Search for products: 3 days  
Edit user profile: 1 day  
Delete user: 1 day  
Create promotions: 2 days

#### **A.4 Risk**

Because technological projects always have to face unforeseen problems, a 10% risk is expected in this project. Nevertheless, a risk manager software such as ACL will be used to help calculate risk probability of specific events.

#### **A.5 Stability**

The probability that features will change will fluctuate throughout the whole project because of the fact that feature modifications rely mainly on client satisfaction and needs, and these are sometimes unpredictable. Yet, as soon as potential features are identified, they will be examined and deliberated as quickly as possible in order to decide to implement them or not.

#### **A.6 Target Release**

To develop a functional prototype.

#### **A.7 Assigned To**

- Jimena Lozano (leader)
- Pedro Pingarilho (tester)
- Maite Herran (tester)
- Eva Van Esseveldt (developer)
- Emilio Basualdo (architect)
- Fermin Gomez (developer)

#### **A.8 Reason**

Each requested feature will have reference to a specific explanation in order to track its source. As each feature will have a different cause due to its unique nature, the structure of the explanations will vary (e.g. a reference to a significant customer review).