

E-Store & CRM

The collage illustrates various aspects of e-commerce and CRM:

- A woman smiling, possibly a customer or employee.
- A woman working at a computer, likely a customer service representative or administrator.
- A large, modern shopping mall with many people and colorful balloons, representing a physical retail environment.
- A person working at a desk with a laptop and papers, representing office work or data entry.
- A screenshot of an e-commerce shop interface titled "eStore" showing product categories like "SHOP" and "AND".
- A graphic with the text "Custom CRM Management Relationship" overlaid on a background of a person's shoulder and neck.

TEAM MEMBERS:



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Why CRM & E-Store?

- # Information Technology improvement
- # Distance of Customer and seller
- # World:
Product centered => Customer Centered
- # Concentrate about customers favorite
- According to the information system
- # BI evaluation
- # New marketing methods
- # Need to B2B and B2C
- # Customer to Customer(C2C) connection
- # Customer information analysis
- # Evolution of e-commerce in Iran
- # New services of Iran Banks like saman



What will the system do?

Phase 1 (customer services):

- ☒ Sign in
- ☒ Purchase
- ☒ Add to cart
- ☒ Invoice view
- ☒ Product presentation with attributes
- ☒ Searching product in hierarchy
- ☒ History view
- ☒ Searching product
- ☒ Log out

Phase2 (public services):

- ☒ Sign up
- ☒ Comment for new product
- ☒ Subsystem for questioning about product
- ☒ News services for new product
- ☒ Product recommendation

The screenshot shows the Amazon.com Apparel & Accessories page. At the top, there's a navigation bar with links for File, Edit, View, Favorites, Tools, and Help. Below that is a toolbar with icons for Back, Forward, Stop, Refresh, Home, and Favorites. The main header reads "Amazon.com Apparel & Accessories: Clothing, Shoes, Luggage, Sunglasses, Underwear And More For - Microsoft Internet Explorer". The URL in the address bar is http://www.amazon.com/gp/browse.html/ref=gw_br_s?node_id=1040346&46-59-83147%5Fencoding=UTF8&node=1036592. The page title is "Apparel & Accessories". A search bar at the top right contains the text "Apparel". To the right of the search bar are buttons for "GO" and a yellow flower icon. The left sidebar has a tree menu under "Shop by Department" with categories like Women, Men, Teens, Kids & Baby, Shoes, Handbags, Accessories, Luggage, Watches, Maternity, Big & Tall Sizes, Petite Sizes, and Plus Sizes. Below this is a section titled "Shop Direct from Amazon.com:" with links for Items with FREE Super Saver Shipping and Designer Discount Event. There's also a "Shop By:" section with links for Designer Brands, Premium Fashion Brands, All Brands, and All Sellers. The main content area features a woman in a white dress with the text "Celebrate Spring Fashion" and a "Shop Now" button. It also includes a green banner for "GET FREE SHIPPING and a \$15 Bonus with a \$75 order (see details)" and images of women's clothing and accessories. Below the main content are sections for Men's, Kids & Baby, Shoes, and Bags & Accessories, each with a representative image. At the bottom, there are logos for NORDSTROM, POLO.COM RALPH LAUREN, macy's, and Urban Outfitters. A footer section titled "Tell Us What You Want" asks if you found what you were looking for.

What will the system do?

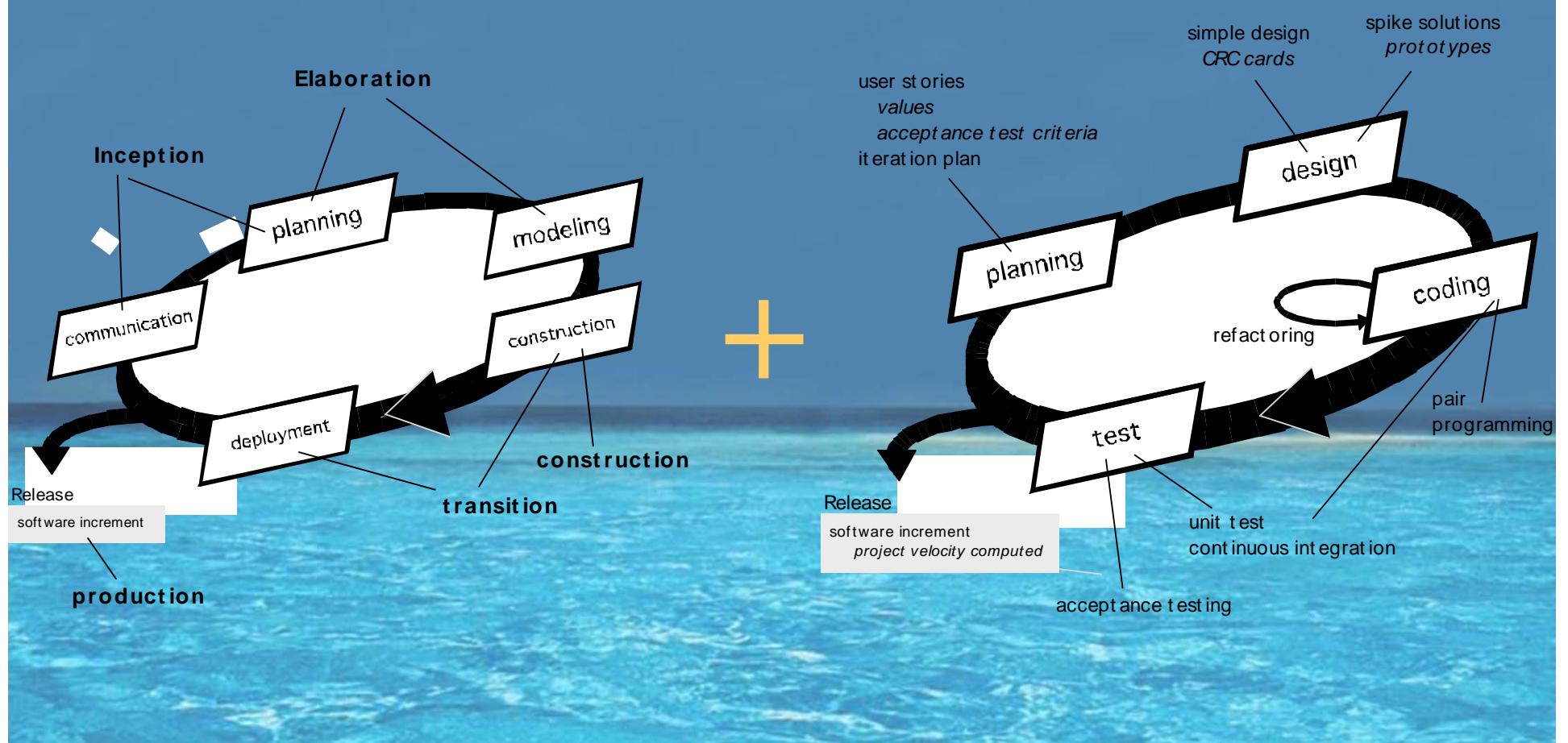
⌘ Phase 3 (management and CRM-Employee side:

- ▣ Generate daily, weekly, annual report with tables and diagrams
- ▣ Generate report from the efficiency of CRM system employees
- ▣ Generate report of products that has more discussion about to customer employee
- ▣ Generate report of the purchasing of one particular customer
- ▣ Generate report of the purchasing of particular product
- ▣ Generate recommendation for customer employee to behave in a way to absorb customer
- ▣ Generate diagram reports
- ▣ Generate tag for each customer to tell if he is valuable

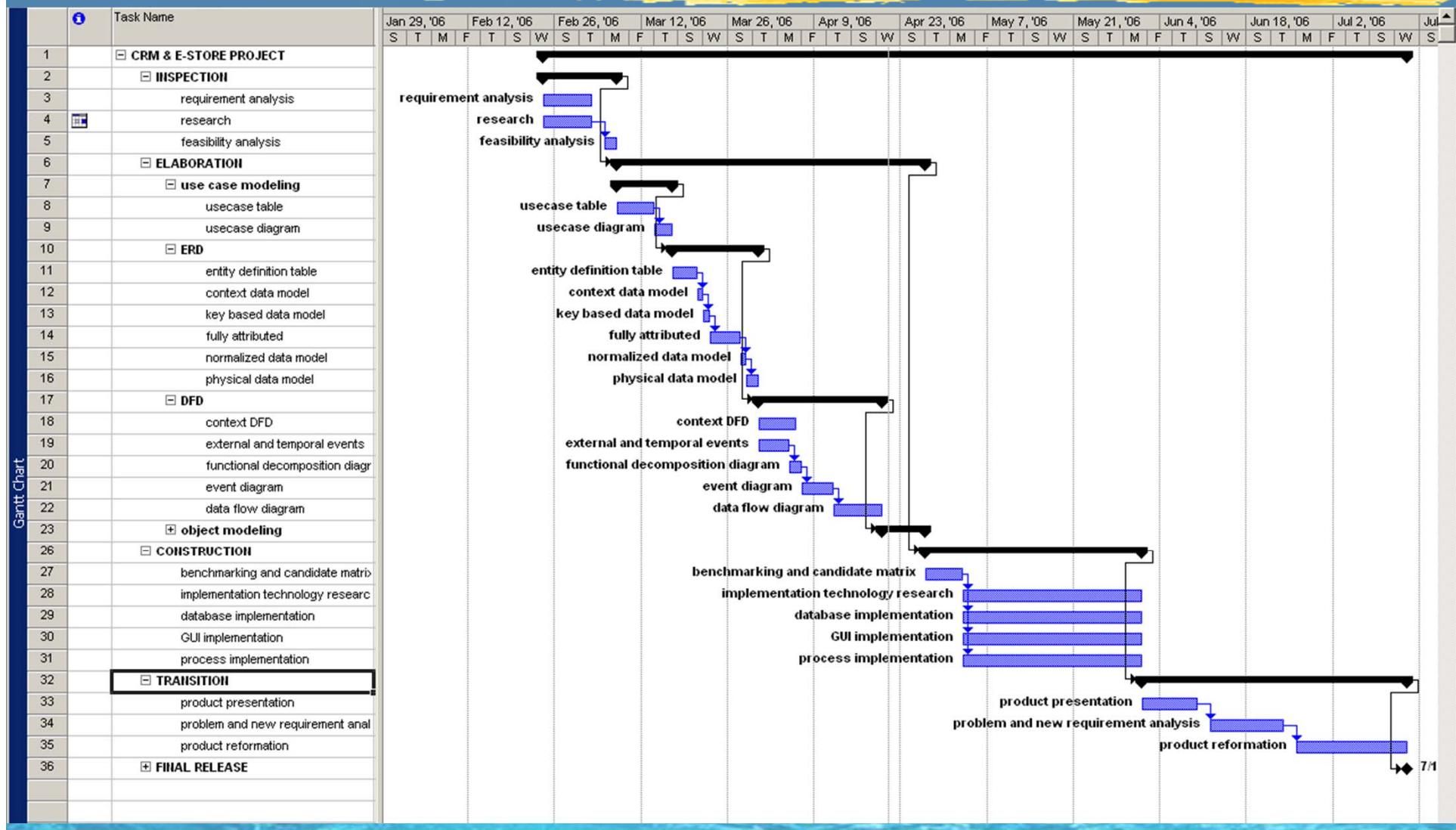


Method of Project

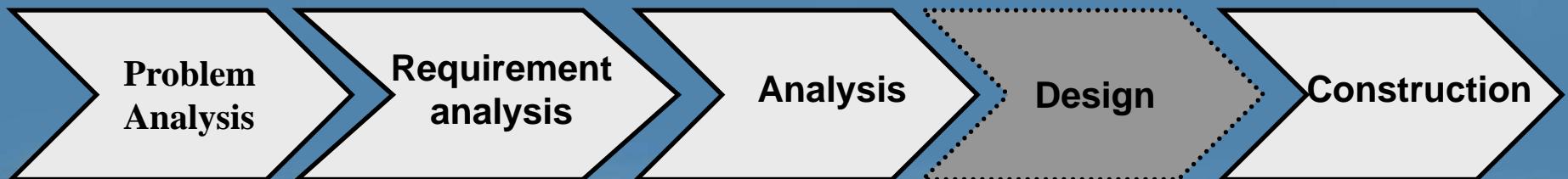
⌘ RUP + XP



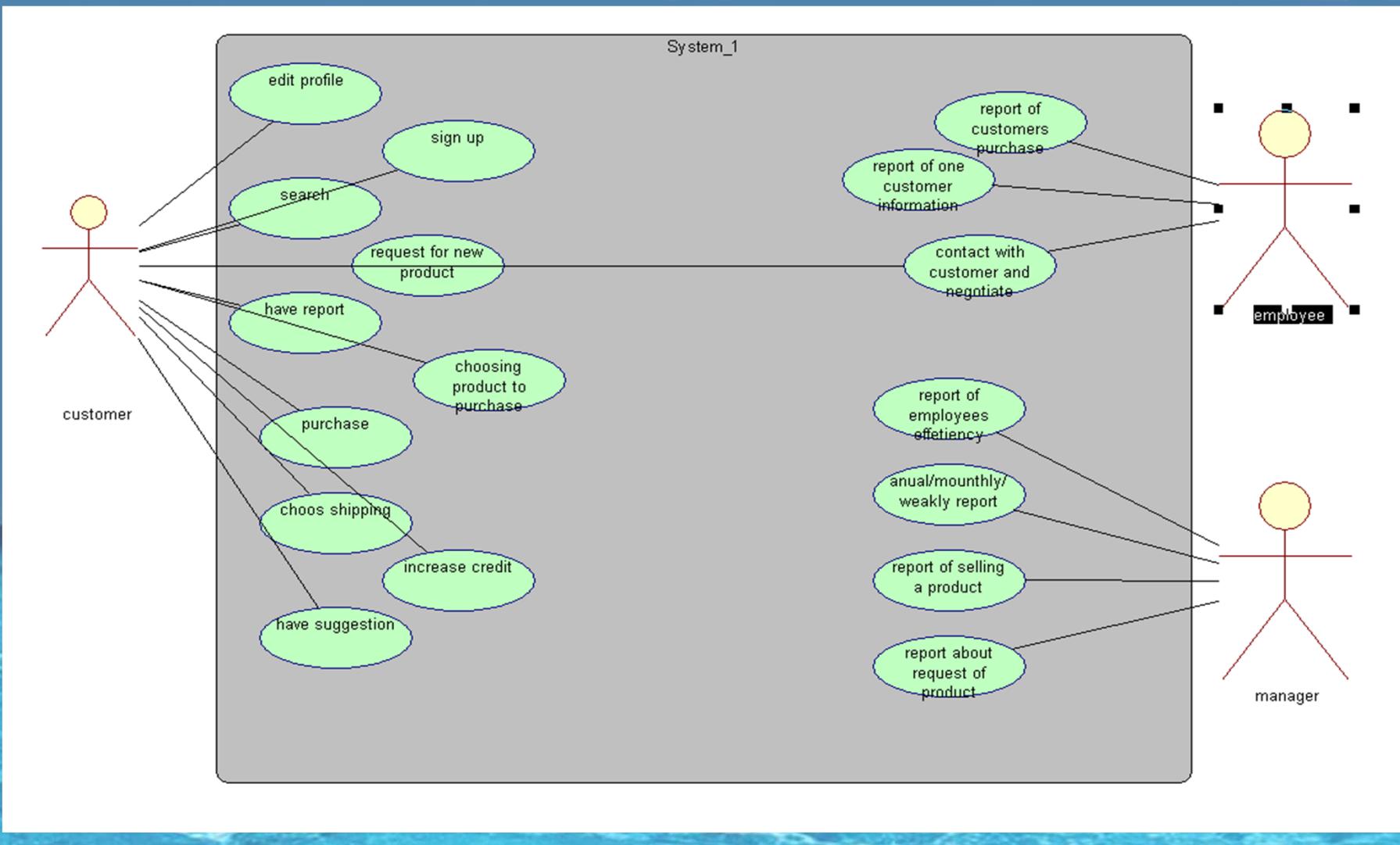
Project Plan



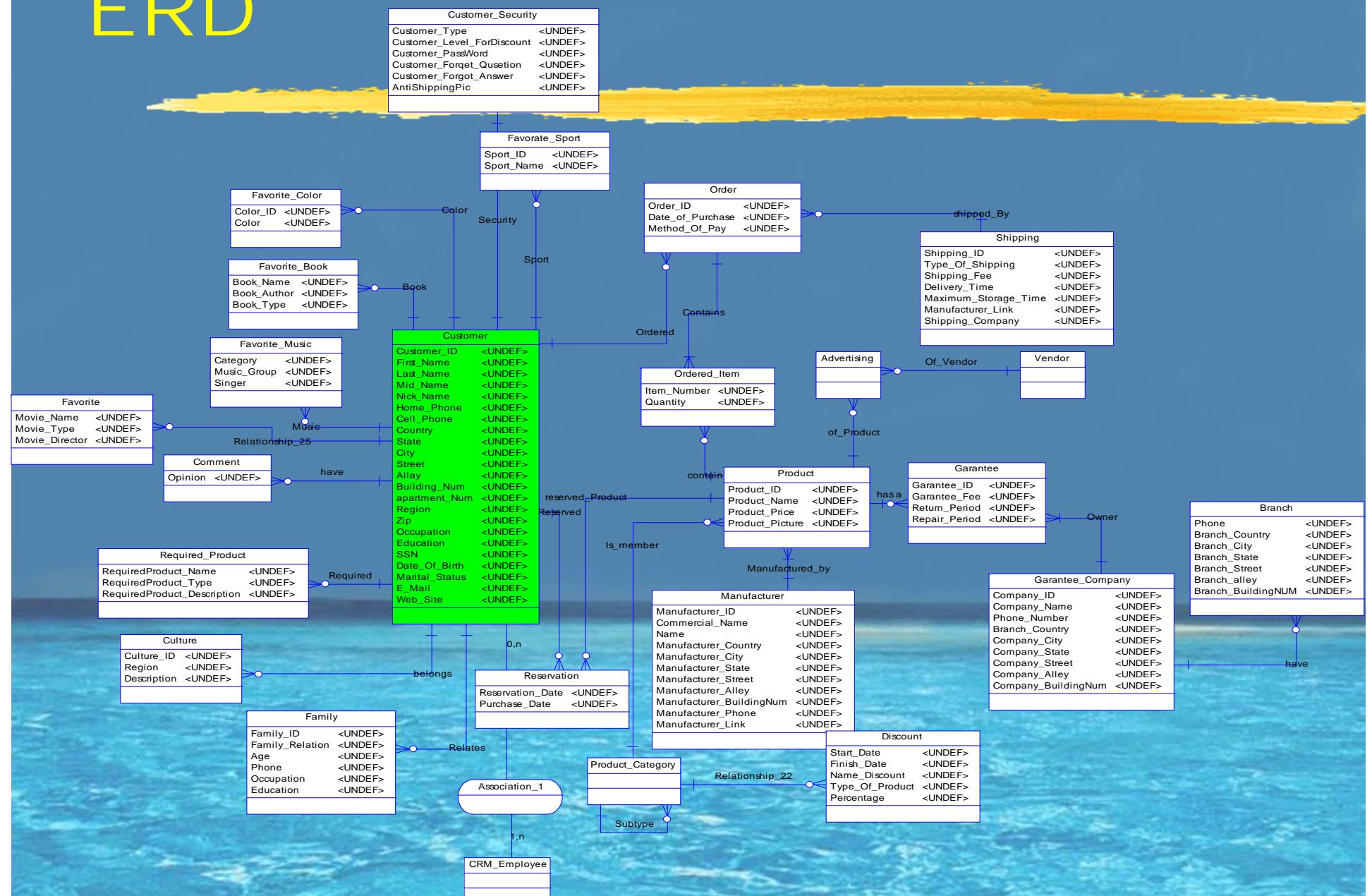
Where we are?



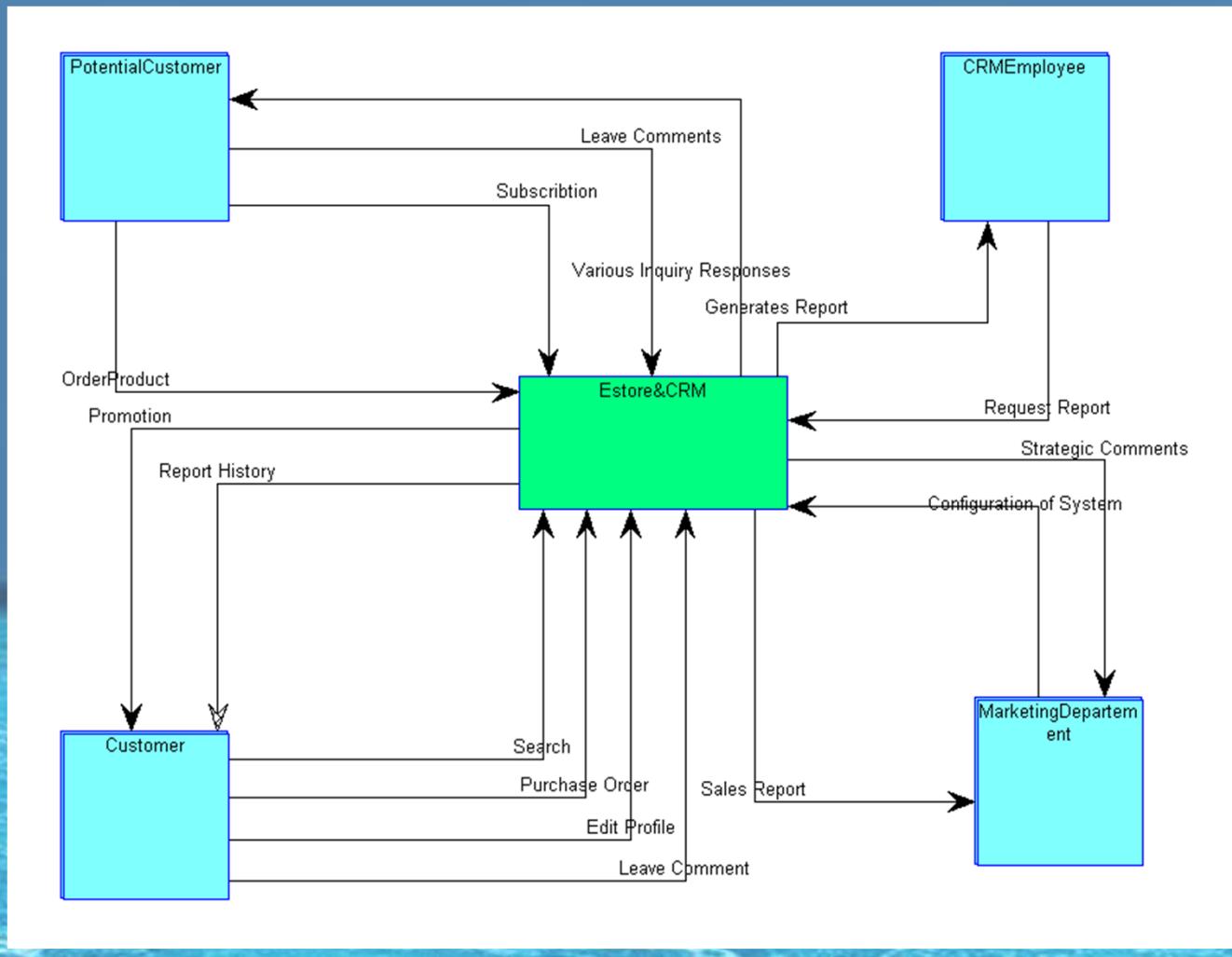
Use case



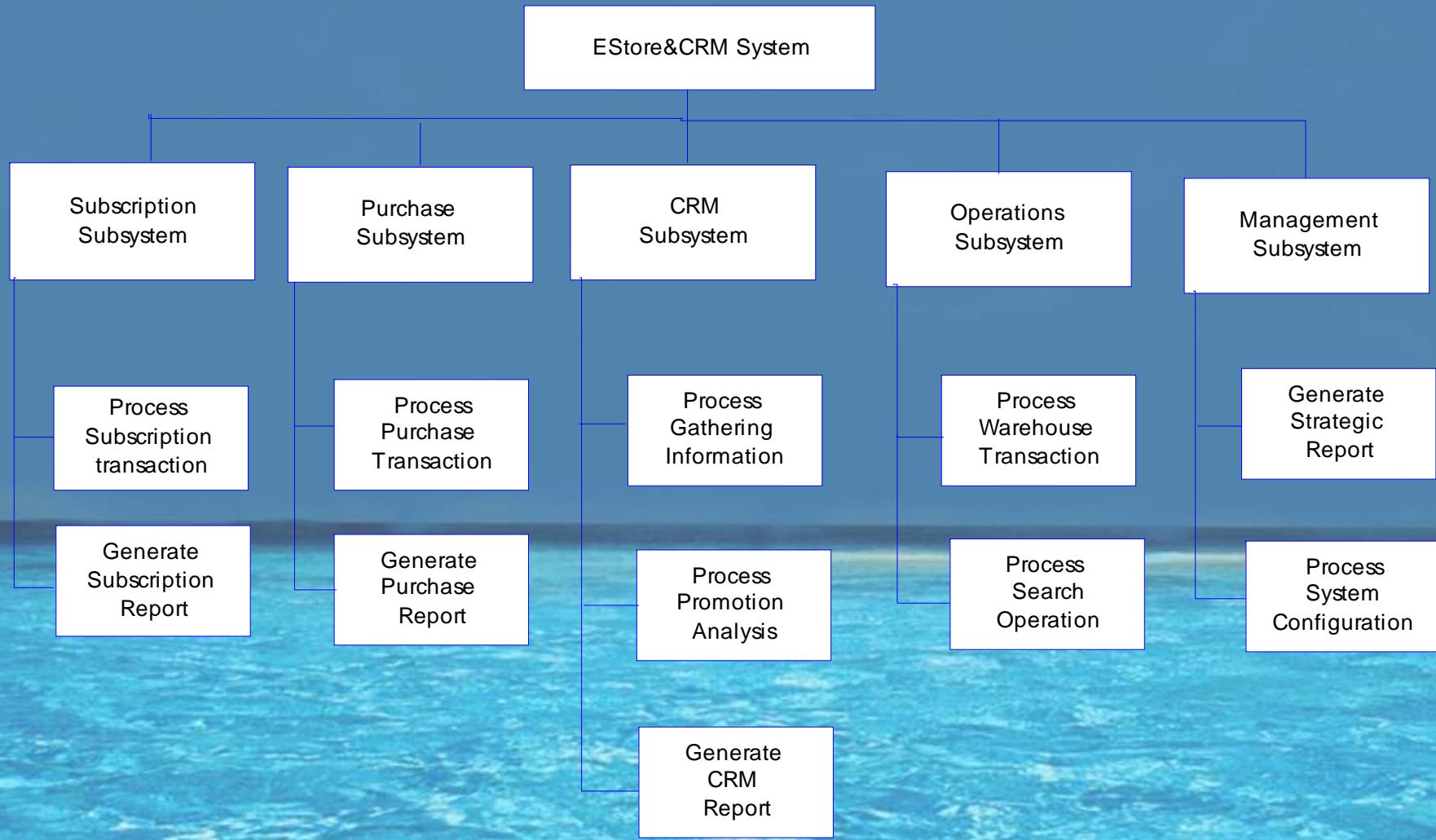
ERD



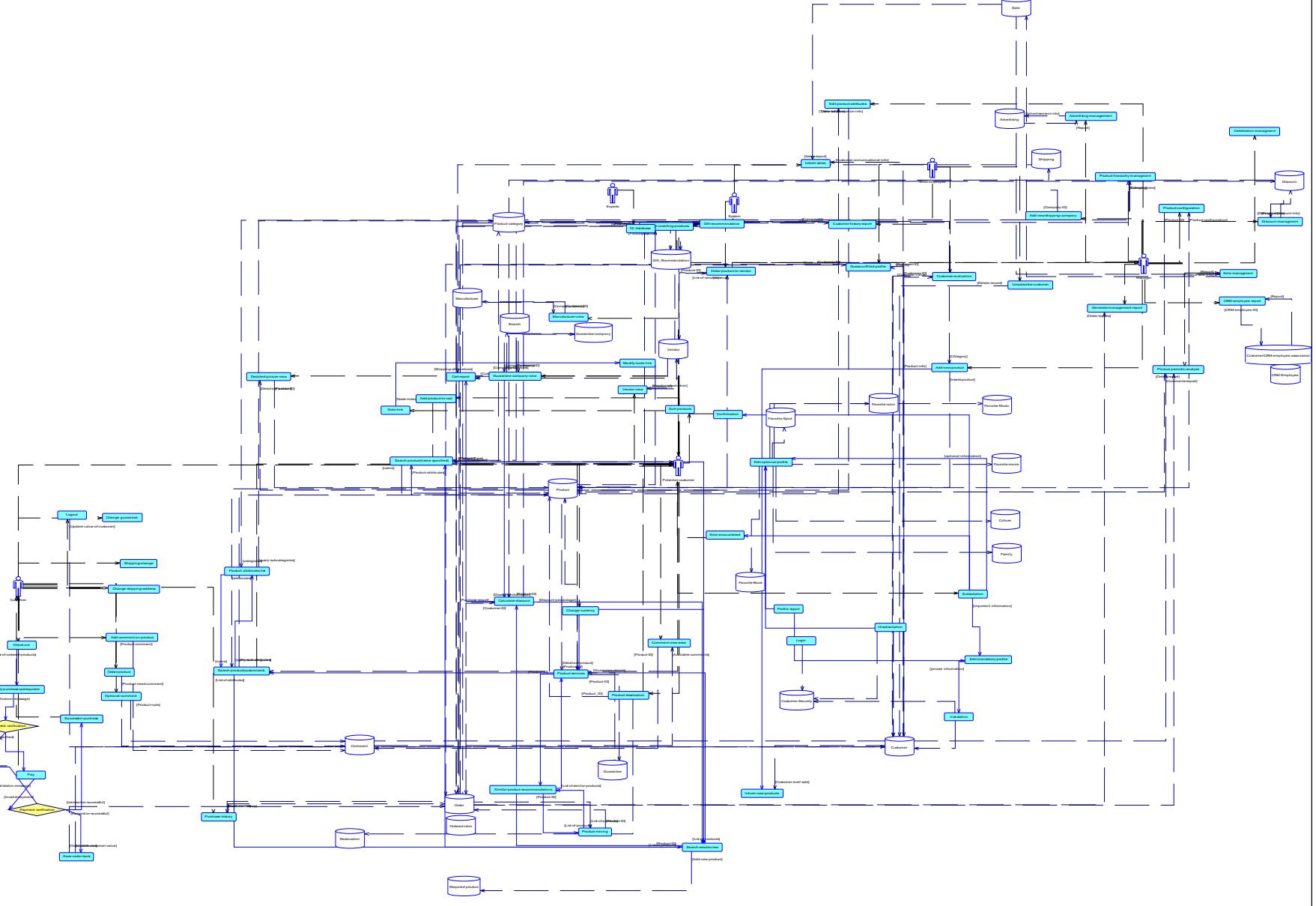
External Event



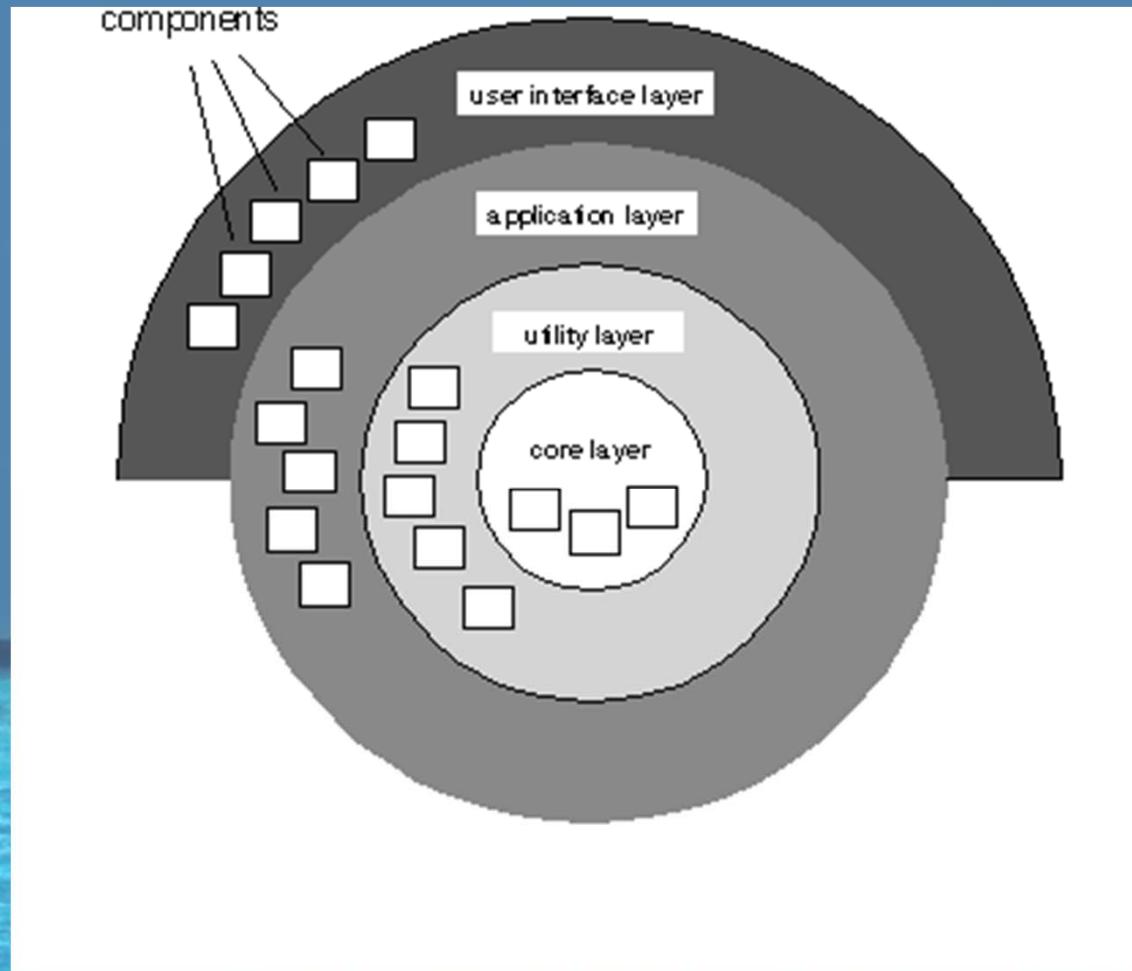
Functional Decomposition



DFD



Architecture



Technology

⌘ Database:

- ☒ Security
- ☒ Open source
- ☒ Familiarity
- ☒ Applicability

⌘ Language:

- ☒ Familiarity
- ☒ Strength
- ☒ IDE
- ☒ Framework independent

DB	0.25 open source	0.25 Security	0.3 familiarity	0.2 applicability	
oracle	0	100	0	100	45
sql server	0	100	100	100	75
mySql	100	50	100	100	87.5
DB2	0	50	50	40	35.5
access	0	0	80	20	28

Language	0.25 PI	0.5 familiarity	0.15 strength	0.1 IDE	
java.jsp	100	100	100	100	100
C#	0	60	100	90	54
PHP	100	30	60	50	54



Technology we choose:

