

**Stage 1**

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**Introduction:**

**We are thinking of creating an app and it will be called Petra.com and it is an online store that we want to develop to be easy for customers to use to buy from their home and it will be available 24/7. The new software will interface with the web with customers, suppliers and delivery companies and keep track of customer records, payments, replacements and item inventory.**

**We will enter the labor market and there will be problems that we will face, and the biggest problem is that there are thousands of applications similar to our application, so there must be something that distinguishes us and makes us better than other applications**

**Advantages:**

**Convenience: The new system will provide customers with the convenience of shopping from the comfort of their homes or on the go, eliminating the need to physically visit a store.**

**24/7 Accessibility: Customers can browse and make purchases at any time of the day, enhancing accessibility and accommodating different schedules.**

**Wider Reach: Petra.com can potentially attract customers from different geographical locations, expanding its market reach beyond a physical store's limitations.**

**Payment Security: With secure payment processing, customers' financial information is protected, enhancing trust in the online shopping experience.**

**Disadvantages:**

**Technical Issues: Online systems can encounter technical glitches, potentially leading to interrupted shopping experiences, lost sales, and customer frustration.**

**Data Security: Storing customer data online poses security risks, including potential breaches and unauthorized access to personal information.**

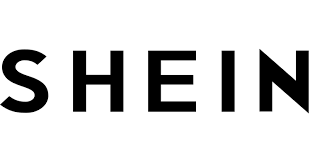
**Shipping and Returns: Managing item shipping can lead to challenges such as delays, damaged items during transit, and complexities in handling returns.**

**Existing Systems:**

1. **SHEIN: is a global fashion and lifestyle e-retailer committed to making the beauty of fashion accessible to everyone. They use custom-made technology to connect suppliers to their agile supply chain, which reduces inventory waste and enables them to offer a variety of products at affordable prices to customers around the world. the world. From their global offices, they reach clients in more than 150 countries.**

**URL:** [**www.shein.in**](http://www.shein.in)

**Logo:**

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1. **AMAZON: Originally starting as an online bookselling company, Amazon has morphed into an Internet-based business enterprise largely focused on providing e-commerce, cloud computing, digital broadcasting, and artificial intelligence (AI) services.**

**Taking an Amazon-to-buyer sales approach, the company offers a massive selection of products and inventory, enabling consumers to buy just about anything, including apparel, beauty supplies, gourmet foods, jewelry, books, movies, electronics, pet supplies, furniture, toys, garden supplies, and home goods.**

**Amazon is headquartered in Seattle, and has individual websites, software development centers, customer service centers, data centers, and fulfillment centers around the world.**

**URL:** [**https://www.aboutamazon.com**](https://www.aboutamazon.com)

**Logo:**



1. **PayPal: is an online payment system that makes paying for things online and sending and receiving money safe and secure. When you link your bank account, credit card or debit card to your PayPal account, you can use PayPal to make purchases online with participating stores.**

**URL:** [**www.paypal.com/jo/webapps/mpp/paypal-me**](http://www.paypal.com/jo/webapps/mpp/paypal-me)

**Logo:**



**Stakeholders:**

|  |  |
| --- | --- |
| Stakeholders | Role |
| Customers | **Customers are at the heart of Petra.com business. They are the people who browse, buy and order items through the platform. Their satisfaction, ease of use, and overall experience determine the success of the system.** |
| Suppliers | **Suppliers provide the products offered by Petra.com to its customers. Its reliability, product quality and communication are essential to maintaining a strong product portfolio.** |
| Management and Business Owners | **The business owners and management oversee the entire operation and success of Petra.com. They make strategic decisions, allocate resources, and define the overall vision for the platform.** |
| Delivery companies | **Delivery companies are responsible for shipping products from Petra.com to customers' locations. Timely and reliable shipping services contribute to customer satisfaction.** |
| Inventory managers | **Inventory managers are responsible for keeping track of available products, restocking items, and avoiding stockouts or overstock situations.** |
| Customer support team | **Customer support handles inquiries, concerns, and issues raised by customers. They play a vital role in maintaining customer satisfaction and resolving any challenges.** |
| IT and Development Team | **The IT and Development team is responsible for creating and maintaining the online platform. They design the web interface, integrate various systems, ensure data security, and manage general functions.** |

**Services:**

* **Browse the product**
* **search**
* **Product listings and details**
* **shopping cart**
* **add to cart**
* **Remove from cart**
* **Deposit process**
* **sign in**
* **Log out**
* **Payment processing**
* **Delivery and shipment**
* **Pay the bill**
* **Return and exchange requests**
* **personal information**
* **your location**

**Elicitation techniques:**

1. **Interview:**

**We conducted an interview with a specific company that wants to make an online program, and its name is petra.com. There are some questions that we asked so that we know exactly what they want with the program.**

**Q1: What are the most critical features you would like to see in the new online purchasing system?**

**Q2: What specific challenges do you currently face while purchasing items online?**

**Q3: What data or information exchange would you consider essential for seamless order fulfillment and inventory management?**

**Q4: In your opinion, what would be the best way to integrate supplier interactions seamlessly into the platform?**

**Q5:** **Could you suggest ways to enhance customer engagement and loyalty through the system's functionality?**

1. **Questionnaire:**

**We surveyed random people from the street of different ages and asked them some questions**

**Q1: On a scale of 1 to 5, how comfortable are you making purchases online? (1 - not comfortable at all, 5 - very comfortable)**

**Q2: What payment methods do you prefer for online transactions? (select all that apply)**

**a)credit/debit card**

**b)PayPal**

**c)Digital wallet (such as Apple Pay and Google Pay)**

**d)Other (please specify): \_\_\_\_\_\_\_\_\_\_**

**Q3: How important is real-time tracking of your order delivery progress to you?**

**a)not important**

**b)Kinda important**

**c)reasonably important**

**d)very important**

**e)very important**

**Q4: How often do you seek assistance from customer support when shopping online?**

**a)Rarely or never**

**b)Occasionally**

**c)Sometimes**

**d)often**

**e)Always**

**Q5: In the new mobile app for Petra.com, would you like the option to have custom features tailored to your preferences?**

**a)Yes, I would appreciate having custom features. (please specify): \_\_\_\_\_\_\_\_\_\_**

**b)No, standard features are sufficient for me.**

**c)I'm not sure yet.**

**Conclusion:**

**Petra.com online purchasing system requires a thorough understanding of**

**stakeholder requirements. Through interviews and questionnaires, stakeholders**

**have provided valuable insights on user-friendly interfaces, secure payment**

**methods, real-time inventory updates, order tracking, and responsive customer**

**support. They also expressed interest in customizable features within the mobile**

**app. These insights will form the foundation for Petra.com design, implementation,**

**and enhancement, aiming to create an engaging, efficient, and personalized platform**

**that addresses diverse needs and redefining the online shopping experience.**

**References:**

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