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I. Introduction

In an era prioritizing sustainability and accessibility, Green Groceries shines as a model of conscientious commerce. For five years, it has fostered trust, sourcing organic produce locally. Now, venturing into the digital realm, Green Groceries aims to democratize sustainable living, transcending boundaries through e-commerce. Their ethos, deeply rooted in nurturing both health and environment, drives this initiative. Partnering with System Concepts, a renowned Agile consultancy, they craft an online platform marrying functionality with purpose. Guided by Agile principles, this collaboration promises adaptability and excellence. Green Groceries seeks to redefine sustainable commerce, exceeding customer expectations and weaving a narrative of sustainability with every purchase. With innovation and dedication, they pave the way for a greener future, inspiring generations to come.

1.1. The aim of this project

The aim of the project is to harness technology and Agile methodologies to construct an online platform for Green Groceries. This platform will extend the company's market reach, facilitating easier access to eco-friendly products for consumers worldwide. By streamlining the purchasing process and offering a diverse selection of organic goods, the platform seeks to enhance convenience for shoppers while upholding Green Groceries' commitment to sustainability. Through this initiative, the company aims to merge digital innovation with environmental stewardship, driving both customer satisfaction and corporate success in harmony with their core values.

1.2. The Development the online platform

➤ Outsourcing:

Green Groceries entrusts its online platform project to System Concepts, an Agile software consultancy renowned for excellence. Through this strategic outsourcing, Green Groceries leverages System Concepts' expertise to sculpt a sustainable, user-centric platform that embodies their values of accessibility and environmental stewardship.

➤ Methodologies and Framework

The online platform development adopts Agile methodologies, particularly SCRUM and Agile Atern framework. Emphasizing iterative and incremental progress, this approach fosters flexibility and responsiveness, aligning seamlessly with Green Groceries' ethos of adaptability and commitment to delivering a user-centric, sustainable solution.

➤ Development team

The System Concepts team for the Green Groceries project comprises qualified experts in web development and Agile methodologies. The team includes:

- **Millie:** Skilled programmer with expertise in web development and effective communication.
- **Peter:** Excellent web developer, occasionally has client disagreements.
- **Anita:** Strong web developer, also engaged in homeless volunteer work.
- **Cheryl:** Experienced Agile Team Leader, proficient in web development.
- **Pat:** Part-time availability, proficient in web development and testing.

1.3. Stakeholders in the DSDM Atern framework

Stakeholders in the DSDM Atern framework:

Business Sponsor and Business Visionary: Represented by the CEO and Founder of Green Groceries, who directs the project's vision and strategic course.

Technical Coordinator and Project Manager: Handled by the Operations Manager with Agile software development proficiency, overseeing project management and technical aspects.

Business Analyst: Taken on by the Marketing Manager, certified as a Workshop Facilitator and Agile Project Manager, responsible for analyzing business requirements and aligning them with project objectives.

Business Ambassador (User Representatives): Represented by the Operations and Marketing Managers, advocating for both internal (staff employees) and external (customers) stakeholders' needs to ensure the platform meets user expectations and aligns with company values.

Solution Development Team: Comprising individuals such as Millie, Peter, Anita, Cheryl, and Pat, responsible for executing the technical development and implementation of the online platform.

End-Users: Green Groceries' customers, whose preferences and requirements steer the platform's design and functionality.

1.4. Discuss about Agile (framework)

To gain a deeper comprehension of Agile concepts, I will delineate its components below and elucidate the framework and methodology applied in this project. Agile embodies a software development approach centered on flexibility and collaboration. It entails breaking projects into discrete segments and closely engaging with customers to guarantee that the end result meets their needs. Emphasizing human interaction over rigid plans, Agile underscores the early and regular delivery of operational software. (moodlecurrent.gre.ac.uk, 2024)

➤ **The methodology is used to develop the Green Groceries Online Platform**

The Green Groceries Online Platform adopts Agile methodologies, specifically Scrum, for development. Scrum, renowned for its short development cycles and defined team roles, aligns with Green Groceries' and System Concepts' project vision. Its iterative approach, adaptability, and focus on continuous improvement make it ideal for this endeavor. With transparent processes and time-boxed sprints, Scrum ensures collaboration, on-time delivery of features, and regular opportunities for reflection and enhancement. Ultimately, Scrum offers a structured Agile methodology tailored to meet Green Groceries' evolving requirements, ensuring the creation of an effective and responsive online platform.

➤ **The DSDM atern framework is applied for the development of the Green Groceries online platform**

The Green Groceries online platform utilizes the DSDM Atern framework, an Agile methodology renowned for iterative development, collaboration, and early value delivery. DSDM Atern integrates structured project management principles like MoSCoW prioritization and timeboxing to ensure efficient and frequent delivery.

➤ **The Advantages when the DSDM atern framework is applied:**

The application of the DSDM Atern framework yields numerous advantages, particularly in dynamic business settings like Green Groceries. Agile methodologies under this framework enable swift adaptation to evolving requirements and priorities. For instance, during the development of Green Groceries' online platform, customer feedback prompted the addition of a new feature allowing delivery instructions. The Agile team adeptly incorporated this request, showcasing the framework's responsiveness to customer needs.

Moreover, DSDM Atern facilitates iterative and incremental development, ensuring the frequent delivery of operational software and rapid feedback loops. For example, in crafting Green Groceries' online platform, the team subdivides the project into manageable iterations. Each iteration focuses on delivering specific functionalities, such as user registration and product browsing, with subsequent iterations building upon previous ones based on stakeholder and user feedback. This iterative approach ensures steady progress and continuous refinement, culminating in a successful platform launch.

Furthermore, the DSDM Atern framework emphasizes customer involvement throughout the development lifecycle, ensuring alignment with their needs and expectations. For instance, the Green Groceries development team actively solicits customer feedback through interviews and usability studies, shaping features such as the checkout process and product search functionality. By incorporating customer preferences and addressing concerns, the team ensures

the final platform is user-friendly and customer-centric, enhancing overall satisfaction and usability.

➤ **The Drawbacks of the DSDM atern framework:**

The DSDM Atern framework presents challenges due to its reliance on extensive stakeholder involvement, which can be difficult to sustain if stakeholders are unavailable or disengaged. This lack of input may hinder feature prioritization and conflict resolution for the development team. Implementing DSDM Atern for Green Groceries' online platform development confronts complexities, particularly for smaller or inexperienced teams. These challenges include comprehending the framework's intricacies, managing timeboxes, and facilitating collaboration. Addressing this necessitates additional training and support to navigate DSDM Atern effectively, ensuring successful project delivery within the ambitious three-month timeframe.

II. High-level requirements analysis and MoSCoW prioritisation.

2.1) Define High-level requirements

High-level requirements are general statements outlining the main goals and functionalities of a project or system without going into specific details. Based on Appendix A (Table 1: Base lined list of requirements for the Web site) and all requirements be listed below table (moodlecurrent.gre.ac.uk, 2024)

Table 1.High-Level Requirement

ID	High-Level Requirements
RQ1	Ensure the presence of a minimum of 20 office plants, aligning with the company's dedication to fostering a green and health-focused work environment.
RQ2	Enable order-handling clerks to conduct telephone purchases through the website, thereby replacing the current paper-based system.
RQ3	Enable customers to effortlessly modify their account information to maintain precise and current records.
RQ4	Host a virtual celebration on the website in honor of the CEO's birthday, embodying the company's vibrant and amiable culture.
RQ5	Ensure website compliance with Data Protection Act requirements to mitigate potential fines and safeguard user data security.

ID	High-Level Requirements
RQ6	Offer customers the option to select delivery slots that align with their scheduling preferences, ensuring effective accommodation of their needs.
RQ7	Provide customers with the capability to register an account on the website.
RQ8	Enable customers to effortlessly adjust the contents of their shopping cart to accommodate changes in their purchasing decisions.
RQ9	Introduce pet-friendly policies to cultivate a positive and inclusive workplace environment.
RQ10	Architect the system to seamlessly manage a 30% surge in traffic during peak periods, maintaining optimal performance without degradation.
RQ11	Enable customers to input distinct delivery and invoice addresses, facilitating delivery to alternative locations with ease.
RQ12	Provide customers with the choice to opt-in or opt-out of receiving marketing information to mitigate the risk of excessive junk mail.
RQ13	Utilize encryption protocols to safeguard all user data, encompassing personal information and payment details, thereby ensuring the utmost level of security.
RQ14	Ensure the continuity of branding elements and design throughout the website to reinforce the company's brand identity consistently.
RQ15	Promote the involvement of the development team in quarterly team-building events, fostering collaboration and cultivating a positive work atmosphere.
RQ16	Create a dedicated offers or discount page on the website to inform customers about available promotions, as requested by the Marketing Director.
RQ17	Guarantee compliance with VAT legislation on the website to evade potential fines, as directed by the Chief Accountant.

ID	High-Level Requirements
RQ18	Implement acceptance of all forms of payment on the website to capture a broader market share, in line with the Operations Director's aspirations.

After reviewing all the previously provided requirements, I find that some of them are inappropriate, as illustrated below.

Table 2. The requirements are inappropriate

ID	High-Level Requirements Description	Stakeholder	FR/NFR	Reason
RQ1	Ensure the presence of a minimum of 20 office plants, aligning with the company's dedication to fostering a green and health-focused work environment.	Business Ambassador	FR	RQ1 is a functional requirement as it directly impacts the physical workspace environment. It ensures the presence of 20 office plants, in line with Green Groceries' ethos of sustainability and promoting a healthy workplace. This aligns with the company's commitment to fostering a green and health-focused work environment, enhancing employee well-being.
RQ4	Host a virtual celebration on the website in honor of the CEO's birthday, embodying the company's vibrant and amiable culture.	Business Ambassador	FR	RQ4 qualifies as a functional requirement since it stipulates a specific function or capability of the online platform. Hosting a virtual celebration on the website for the CEO's birthday embodies the company's culture and enhances employee morale.

ID	High-Level Requirements Description	Stakeholder	FR/NFR	Reason
				This aligns with Green Groceries' objective of fostering a vibrant and amiable work environment through interactive online features.
RQ5	Ensure website compliance with Data Protection Act requirements to mitigate potential fines and safeguard user data security.	Project manager	FR	RQ5 constitutes a functional requirement due to its necessity for the online platform's operation. Ensuring website compliance with Data Protection Act requirements is crucial to mitigate potential fines and safeguard user data security. This directly aligns with Green Groceries' commitment to protecting customer information and adhering to legal standards, ensuring trust and regulatory compliance.
RQ6	Offer customers the option to select delivery slots that align with their scheduling preferences, ensuring effective accommodation of their needs.	End-User	FR	RQ6 is categorized as a functional requirement because it specifies a necessary functionality for the online platform. Offering customers the option to select delivery slots aligns with

ID	High-Level Requirements Description	Stakeholder	FR/NFR	Reason
				Green Groceries' aim to provide a seamless and customer-centric shopping experience. This feature ensures effective accommodation of customers' scheduling preferences, enhancing convenience and satisfaction.
RQ9	Introduce pet-friendly policies to cultivate a positive and inclusive workplace environment.	Business Ambassador	FR	RQ9 is considered a functional requirement because it outlines a necessary feature or policy to be implemented within the organization. Introducing pet-friendly policies aligns with the ambassador's goal of fostering a positive and inclusive workplace environment. This directly impacts the operational aspect of the business by establishing guidelines that accommodate employees' needs and preferences,

ID	High-Level Requirements Description	Stakeholder	FR/NFR	Reason
				enhancing morale and productivity.
RQ10	Architect the system to seamlessly manage a 30% surge in traffic during peak periods, maintaining optimal performance without degradation.	Business Ambassador	FR	RQ10 qualifies as a functional requirement because it pertains to ensuring the effectiveness and reliability of the online platform during peak periods. Architecting the system to manage a 30% surge in traffic aligns with the ambassador's interest in maintaining optimal performance and user experience. This directly impacts the operational aspect of the business by ensuring the platform can accommodate increased demand without degradation, thereby safeguarding customer satisfaction and business reputation.
RQ13	Utilize encryption protocols to safeguard all user data, encompassing personal information and	Business Ambassador	FR	RQ13 qualifies as a functional requirement because it directly addresses the ambassador's concern for

ID	High-Level Requirements Description	Stakeholder	FR/NFR	Reason
	payment details, thereby ensuring the utmost level of security.			security and data protection. Utilizing encryption protocols to safeguard user data aligns with the ambassador's goal of ensuring the utmost level of security. This directly impacts the operational aspect of the business by implementing measures to protect sensitive information, thereby fostering trust and compliance with data protection regulations.
RQ14	Ensure the continuity of branding elements and design throughout the website to reinforce the company's brand identity consistently.	Business Ambassador	FR	RQ14 is considered a functional requirement because it relates to maintaining consistency and coherence in branding elements and design across the website. Ensuring continuity of branding elements reinforces the company's brand identity consistently, which aligns with the ambassador's objective of promoting and upholding the

ID	High-Level Requirements Description	Stakeholder	FR/NFR	Reason
				organization's image and values. This directly impacts the operational aspect of the business by enhancing brand recognition and fostering a cohesive user experience, ultimately contributing to customer loyalty and engagement.
RQ15	Promote the involvement of the development team in quarterly team-building events, fostering collaboration and cultivating a positive work atmosphere.	Technical Coordinator and Project Manager	NFR	RQ15 qualifies as a functional requirement because it directly pertains to fostering collaboration and cultivating a positive work atmosphere within the development team. Promoting the involvement of the team in quarterly team-building events aligns with their responsibilities for overseeing project execution and team dynamics. This directly impacts the operational aspect of the project by enhancing team cohesion, morale, and productivity,

ID	High-Level Requirements Description	Stakeholder	FR/NFR	Reason
				ultimately contributing to project success.

After reviewing all the previously provided requirements, I find that some of them are appropriate, as illustrated below.

Table 3. The requirements are appropriate

ID	High-Level Requirements Description	Stakeholder	FR/NFR	Reason
RQ2	Enable order-handling clerks to conduct telephone purchases through the website, thereby replacing the current paper-based system.	Business Ambassador	FR	RQ2 constitutes a functional requirement since it specifies a necessary capability for the online platform. Enabling order-handling clerks to conduct telephone purchases through the website replaces the current paper-based system, enhancing efficiency and streamlining operations. This directly aligns with Green Groceries' goal of launching a seamless online platform for customer convenience and operational effectiveness.
RQ3	Enable customers to effortlessly modify their account information to	End-User	FR	RQ3 represents a functional requirement as it outlines a necessary feature for the

ID	High-Level Requirements Description	Stakeholder	FR/NFR	Reason
	maintain precise and current records.			online platform. Enabling customers to effortlessly modify their account information ensures the maintenance of precise and current records. This functionality aligns with Green Groceries' aim of providing a seamless and user-friendly experience, enhancing customer satisfaction and data accuracy.
RQ7	Provide customers with the capability to register an account on the website.	End-User	FR	RQ7 is considered a functional requirement because it directly addresses the needs and expectations of the end-users who will interact with the online platform. Providing customers with the capability to register an account aligns with their requirement for personalized experiences and access to additional features or services. This functionality directly impacts the user

ID	High-Level Requirements Description	Stakeholder	FR/NFR	Reason
				experience by allowing users to create accounts, manage preferences, and access tailored content, ultimately enhancing satisfaction and engagement.
RQ8	Enable customers to effortlessly adjust the contents of their shopping cart to accommodate changes in their purchasing decisions.	End-User	FR	RQ8 qualifies as a functional requirement because it directly addresses the needs and expectations of the end-users interacting with the online platform. Enabling customers to effortlessly adjust the contents of their shopping cart aligns with their requirement for flexibility and ease of use during the shopping experience. This functionality directly impacts the user experience by allowing users to modify their orders based on their changing purchasing decisions, enhancing convenience and satisfaction.

ID	High-Level Requirements Description	Stakeholder	FR/NFR	Reason
RQ11	Enable customers to input distinct delivery and invoice addresses, facilitating delivery to alternative locations with ease.	End-User	FR	RQ11 is classified as a functional requirement because it directly addresses the needs and preferences of the end-users interacting with the online platform. Enabling customers to input distinct delivery and invoice addresses aligns with their requirement for flexibility and convenience in managing their orders. This functionality directly impacts the user experience by allowing users to specify different addresses for delivery and billing, facilitating seamless transactions and enhancing satisfaction.
RQ12	Provide customers with the choice to opt-in or opt-out of receiving marketing information to mitigate the risk of excessive junk mail.	End-User	FR	RQ12 qualifies as a functional requirement because it directly addresses the preferences and concerns of the end-users interacting with the online platform. Providing customers with the choice to

ID	High-Level Requirements Description	Stakeholder	FR/NFR	Reason
				opt-in or opt-out of receiving marketing information aligns with their requirement for control over their communication preferences. This functionality directly impacts the user experience by allowing users to manage their subscriptions, mitigating the risk of receiving excessive junk mail and enhancing their satisfaction with the platform.
RQ16	Create a dedicated offers or discount page on the website to inform customers about available promotions, as requested by the Marketing Director.	Business Analyst	FR	RQ16 qualifies as a functional requirement because it directly addresses a specific feature or capability required for the online platform. Creating a dedicated offers or discount page aligns with the Marketing Director's request to inform customers about available promotions. This functionality impacts the operational aspect of the platform by providing a means to showcase

ID	High-Level Requirements Description	Stakeholder	FR/NFR	Reason
				promotions, thereby contributing to marketing strategies and potentially increasing customer engagement and sales.
RQ17	Guarantee compliance with VAT legislation on the website to evade potential fines, as directed by the Chief Accountant.	Business Analyst	NFR	RQ17 is classified as a non-functional requirement because it pertains to the overall quality, performance, and regulatory compliance of the online platform rather than specific functionalities. Guaranteeing compliance with VAT legislation is crucial for avoiding potential fines and legal consequences, aligning with the Chief Accountant's directive. This requirement impacts the platform's overall governance and adherence to regulatory standards, ensuring financial integrity and mitigating risks, which are concerns often analyzed and overseen by the business analyst.

ID	High-Level Requirements Description	Stakeholder	FR/NFR	Reason
RQ18	Implement acceptance of all forms of payment on the website to capture a broader market share, in line with the Operations Director's aspirations.	Business Sponsor And Business Visionary	FR	RQ18 qualifies as a functional requirement because it directly addresses a specific feature or capability needed for the online platform. Implementing acceptance of all forms of payment aligns with the Operations Director's aspirations to capture a broader market share. This functionality impacts the operational aspect of the platform by expanding payment options, thereby enhancing customer convenience and potentially increasing sales, which are aligned with the business sponsor's objectives and the visionary's strategic goals.

2.2) The MoSCoW/Timebox rules

The project spans 3 months, structured into 6 sprints of 2 weeks each, following the Scrum methodology. To allocate time effectively, I'll first calculate the total work hours needed. The team comprises five members: four work full-time (8 hours/day), and one works part-time (4 hours/day). With the team working 5 days a week, over 3 months (60 days), the total labor hours are tabulated below:

Table 4. Total labor time for this project

Member	Working hours per a day	Working day (3 months)	Hours
4-Full time	8	60	1920
1 Part-time	4	60	240
		Total hours	2160

To sum up, the total labor time is 2160 hours, therefore each sprint will receive around 360 hours.

Estimation for each requirement (WBS - Work breakdown structure):

Table 5. Estimation for each requirement (WBS - Work breakdown structure)

No.	Requirement ID	Requirement	Break tasks	Estimation (man.hour)
1	RQ02	Enable order-handling clerks to conduct telephone purchases through the website, thereby replacing the current paper-based system.	1.1: Database table design for order management - 60 hours 1.2: User interface development for order processing - 50 hours 1.3: Backend functionality implementation for order submission - 50 hours 1.4: Payment gateway integration for online transactions - 40 hours	300

No.	Requirement ID	Requirement	Break tasks	Estimation (man.hour)
			<p>1.5: Order confirmation and tracking system implementation - 50 hours</p> <p>1.6: Testing and debugging of order processing system - 30 hours</p> <p>1.7: Staff training on utilizing the new system - 20 hours</p>	
2	RQ03	Enable customers to effortlessly modify their account information to maintain precise and current records.	<p>2.1: User interface design for user account management - 40 hours</p> <p>2.2: Backend functionality development for account data storage - 36 hours</p> <p>2.3: Implementation of account update functionality - 40 hours</p> <p>2.4: Implementation of data validation and security measures - 40 hours</p> <p>2.5: Testing of account update features across various devices - 40 hours</p>	220

No.	Requirement ID	Requirement	Break tasks	Estimation (man.hour)
			2.6: Creation of user documentation for account management – 24 hours	
3	RQ05	Ensure website compliance with Data Protection Act requirements to mitigate potential fines and safeguard user data security.	3.1: Database table design for user registration - 54 hours 3.2: Design of registration form and user interface - 40 hours 3.3: Backend functionality development for user registration - 40 hours 3.4: Implementation of email verification and account activation process - 36 hours 3.5: Implementation of data encryption and privacy measures - 25 hours	260

No.	Requirement ID	Requirement	Break tasks	Estimation (man.hour)
			<p>3.6: Testing of registration process for usability and security - 40 hours</p> <p>3.7: Creation of user guidance for account registration - 25 hours</p>	
4	RQ08	Enable customers to effortlessly adjust the contents of their shopping cart to accommodate changes in their purchasing decisions.	<p>4.1: Database table design for shopping cart management - 40 hours.</p> <p>4.2: Design of intuitive shopping cart interface - 40 hours</p> <p>4.3: Development of backend functionality for cart management - 36 hours</p> <p>4.4: Implementation of drag-and-drop functionality for item rearrangement - 32 hours</p>	245

No.	Requirement ID	Requirement	Break tasks	Estimation (man.hour)
			<p>4.5: Integration with inventory system for real-time updates - 40 hours</p> <p>4.6: Testing of cart modification features for usability and accuracy - 32 hours</p> <p>4.7: Creation of user tutorials for cart management - 25 hours</p>	
5	RQ11	Enable customers to input distinct delivery and invoice addresses, facilitating delivery to alternative locations with ease.	<p>5.1 Design database tables for address management - 40 hours</p> <p>5.2 Design address entry fields and validation - 30 hours</p> <p>5.3 Develop backend logic for storing and managing address data - 40 hours</p> <p>5.4 Implement option for separate delivery and invoice addresses - 35 hours</p> <p>5.5 Ensure data encryption and protection for sensitive information - 30 hours</p> <p>5.6 Test address entry and</p>	240

No.	Requirement ID	Requirement	Break tasks	Estimation (man.hour)
			validation process - 40 hours 5.7 Provide user guidance for address management - 25 hours	
6	RQ12	Provide customers with the choice to opt-in or opt-out of receiving marketing information to mitigate the risk of excessive junk mail.	6.1: Database table design for managing marketing preferences - 40 hours 6.2: Design of preference setting interface - 24 hours 6.3: Development of backend functionality to store marketing preferences - 36 hours 6.4: Implementation of opt-in/opt-out feature for marketing communications - 40 hours	225

No.	Requirement ID	Requirement	Break tasks	Estimation (man.hour)
			<p>6.5: Ensuring compliance with data protection regulations - 25 hours</p> <p>6.6: Testing of preference settings for accuracy and functionality - 40 hours</p> <p>6.7: Creation of user instructions for managing marketing preferences - 20 hours</p>	
7	RQ16	Create a dedicated offers or discount page on the website to inform customers about available promotions, as requested by the Marketing Director.	<p>7.1: Database table design for managing offers - 40 hours</p> <p>7.2: Design of layout and structure for offers/discount page - 40 hours</p> <p>7.3: Development of functionality to manage promotional content - 42 hours</p> <p>7.4: Implementation of dynamic display of offers based on user preferences - 36 hours</p>	270

No.	Requirement ID	Requirement	Break tasks	Estimation (man.hour)
			<p>7.5: Integration with marketing database for offer tracking - 32 hours</p> <p>7.6: Testing of offer page functionality and responsiveness - 48 hours</p> <p>7.7: Creation of staff guidance for accessing and redeeming offers - 32 hours</p>	
8	RQ18	Implement acceptance of all forms of payment on the website to capture a broader market share, in line with the Operations Director's aspirations.	<p>8.1: Conduct research and choose payment gateway providers - 40 hours</p> <p>8.2: Integrate selected payment gateways with the website - 40 hours</p> <p>8.3: Develop backend logic for processing various payment methods - 30 hours</p> <p>8.4: Implement secure payment handling and encryption measures - 40 hours</p> <p>8.5: Test payment processing for reliability and security - 40 hours</p>	225

No.	Requirement ID	Requirement	Break tasks	Estimation (man.hour)
			8.6: Offer user support for payment-related inquiries - 25 hours	
			Total effort	2085

The MoSCoW estimation

Table 6. Estimation for each requirement (WBS - Work breakdown structure)

ID	Requirement	MoSCoW	Reason for prioritization	Effort	SUMMARY (man.hour)	Scale
RQ05	Ensure website compliance with Data Protection Act requirements to mitigate potential fines and	Must have	This function is prioritized highest as it is essential for establishing user profiles, facilitating ordering, payment, delivery, personalization,	260	1050	52%

	safeguard user data security.		and promotional activities. Its implementation aligns seamlessly with the core functionalities of the online platform.			
RQ16	Create a dedicated offers or discount page on the website to inform customers about available promotions, as requested by the Marketing Director.	Must have	This function is pivotal for maintaining precise customer information, vital for the seamless operation of other features. By empowering customers to update their details, it guarantees data accuracy and facilitates seamless transactions.	270		

RQ3	Enable customers to effortlessly modify their account information to maintain precise and current records.	Must have	Providing promotions and discounts is a vital marketing tactic to allure and retain customers. Introducing this feature early enables Green Groceries to seize marketing opportunities and foster customer engagement right from the start.	220		
RQ02	Enable order-handling clerks to conduct telephone purchases through the website, thereby replacing the current paper-based system.	Must have	This function is indispensable in transitioning from a paper-based system to an online platform within an e-commerce system, making it an essential requirement in my evaluation.	300		

RQ18	Implement acceptance of all forms of payment on the website to capture a broader market share, in line with the Operations Director's aspirations.	Should have	Giving priority to this function guarantees a smooth checkout process and optimizes revenue opportunities.	225	470	25%
RQ08	Enable customers to effortlessly adjust the contents of their shopping cart to accommodate changes in their purchasing decisions.	Should have	This function holds significant importance in the user's purchasing journey, warranting its prioritization over the functions listed below.	245		

RQ11	Enable customers to input distinct delivery and invoice addresses, facilitating delivery to alternative locations with ease.	Could have	This function is prioritized in this area due to its significant importance, as it enhances convenience and flexibility in the delivery process, ultimately boosting overall customer satisfaction.	240	465	23%
RQ12	Provide customers with the choice to opt-in or opt-out of receiving marketing information to mitigate the risk of excessive junk mail.	Could have	Since this function is unrelated to the ordering and purchasing process, it is assigned the lowest priority.	225		
			Total	1985		

In summary, the prioritization adheres to the MoSCoW rule (60:20:20) with a ratio of approximately 52:25:23 for Must-have, Should-have, and Could-have respectively. This allocation ensures the project's timely completion while aligning with MoSCoW's priority framework. As per Scrum methodology, these tasks are distributed across sprints, detailed in the table below:

Table 7. The MoSCoW's

	175 man. hours / week	Sprint 1		Sprint 2		Sprint 3		Sprint 4		Sprint 5		Sprint 6	
		week 1	week 2	week 3	week 4	week 5	week 6	week 7	week 8	week 9	week 10	week 11	week 12
Must have	RQ05												
	RQ03												
	RQ16												
	RQ01												
Should have	RQ18												
	RQ08												
Could have	RQ11												
	RQ12												

III. Legal, Social, Ethical and Professional issues

3.1) Data Controller

The Data Protection Act (DPA) is legislation designed to safeguard individuals' personal data and regulate its processing by organizations. It establishes guidelines for collecting, storing, using, and sharing personal information, ensuring individuals retain control over their data while organizations manage it securely and effectively.

Data privacy encompasses safeguarding individuals' personal information and their entitlement to govern its collection, utilization, and dissemination by organizations. It encompasses aspects such as confidentiality, integrity, accessibility of personal data, and individuals' right to manage their own information.

At Green Groceries, the data controller holds the primary responsibility for overseeing the collection, processing, sharing, and management of personal data via the company's online platform, ensuring compliance with data protection laws and regulations.

Here are the steps the data controller must take to oversee the collection, processing, sharing, and management of personal data:

Collecting Data: Supervising the collection of various personal data types from customers, including names, contact details, delivery addresses, payment information, and purchase preferences.

Storing Data: Implementing secure storage measures like encrypted databases or secure servers to adhere to data protection laws. Additionally, establishing access controls and authentication measures to prevent unauthorized data access.

Transferring Data: Ensuring appropriate safeguards are in place for data transferred to third parties, such as encrypted communication channels or data processing agreements.

Data Usage: Ensuring personal data is solely used for legitimate purposes, such as order processing, service improvement, user personalization, and legal compliance.

Overall, the data controller plays a vital role in ensuring responsible and ethical handling of personal data collected by Green Groceries. By implementing robust data protection measures and adhering to privacy-by-design principles, the data controller builds trust with customers and upholds their privacy rights in accordance with UK and European Union data protection laws.

3.2) Legal, Social, Ethical and Professional issues

Legal Issues:

Data Protection and Privacy Laws: It is crucial to ensure that user data collected by the Green Groceries Online Platform is handled securely and complies with relevant data protection laws, such as GDPR or CCPA. Failure to do so, like mishandling user data or neglecting encryption measures, could result in lawsuits from affected users and investigations from regulatory authorities.

Consumer Protection: Compliance with consumer protection laws is essential to safeguard consumers' rights and interests. This includes providing accurate product information, fair pricing, reliable customer service, and honoring warranties and refund policies. Violations, such as inaccurate product information or deceptive pricing practices, may lead to legal action and damage to the brand reputation.

Compliance with Financial Regulation: Adherence to financial regulations governing online transactions and payment processing is necessary. This involves ensuring secure payment gateways, fraud prevention measures, and compliance with regulations such as PCI DSS. Failure to implement these measures may expose customers to financial risks and regulatory scrutiny.

Intellectual Property and Licensing: Respecting intellectual property rights, such as patents, trademarks, and copyrights, is essential. Any usage of images, logos, or branding without proper licensing or violation of patents and trademarks could result in legal actions for copyright infringement and reputational harm.

Advertising and Marketing Laws: Abiding by advertising and marketing rules is mandatory to ensure promotional endeavors are truthful and permissible. This includes obtaining consent before sending marketing emails to customers and ensuring advertising claims are accurate and substantiated to avoid legal penalties and loss of consumer confidence.

Social Issues:

Accessibility: Ensuring the online platform is accessible to users with disabilities is imperative. This involves designing the website with accessibility features such as adjustable font sizes and high-contrast color options to improve readability for users with visual impairments.

Security Awareness: Prioritizing security awareness among users by educating them about online security best practices, such as recognizing and avoiding common security threats when shopping online, helps enhance overall platform security.

Transparency and Trust: Building trust and credibility with users requires transparency about business practices, pricing policies, and product sourcing. Providing detailed information about the company's values, sourcing practices, and environmental initiatives fosters trust and transparency.

Community Engagement: Fostering a sense of community among users through interactive features and social media integration encourages community interaction and collaboration, enhancing user engagement and loyalty.

Ethical Issues:

Fairness: Ensuring fairness in operations, including pricing, promotions, and access to products and services, is crucial. Offering discounts and promotions that unfairly favor certain customer segments may lead to accusations of discrimination and damage to the brand reputation.

Protecting Consumers: Upholding ethical standards by transparently labeling products, offering fair pricing, and delivering reliable customer service helps protect consumers and build long-term relationships.

Protecting Business Data and Information: Ethically protecting sensitive business data and information through robust security protocols demonstrates a commitment to integrity and responsibility in handling sensitive information.

Professional:

Compliance with Standards and Regulations: Failure to comply with industry standards and regulations may result in legal penalties and reputational damage.

Test for Quality Assurance (QA): Neglecting quality assurance testing can lead to a poor user experience and decreased customer satisfaction.

Security and Data Protection: Inadequate security measures may expose the platform to data breaches and compromised customer information.

The BCS Code of Conduct: Violating professional codes of conduct can erode trust with stakeholders and tarnish the company's reputation.

IV. Conclusion

In retrospect, the successful culmination of the Green Groceries Online Platform project underscores the effective application of Agile methodologies, notably the DSDM (Dynamic Systems Development Method) and Scrum approach. This achievement was realized through the active engagement of stakeholders, adherence to established development frameworks, and seamless collaboration between internal and external teams. By prioritizing key functionalities such as customer registration, account updates, telephone purchases, and online transactions, the platform not only met business objectives but also addressed user needs adeptly.

Moreover, it is imperative to acknowledge the invaluable contribution of our instructor throughout this journey. Their unwavering dedication and expert guidance played a pivotal role in navigating the complexities of the assignment. Their patient mentorship and comprehensive explanations not only clarified uncertainties but also deepened our understanding of the subject matter. We extend our heartfelt gratitude for their steadfast commitment to our success and appreciate the significant time and effort invested in supporting our academic pursuits.

In essence, the culmination of the Green Groceries Online Platform project serves as a testament to the synergy of collaborative efforts, agile methodologies, and expert guidance. It not only reinforces our commitment to delivering innovative solutions but also highlights the transformative power of effective teamwork and mentorship in achieving project success.

References

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