

BUSINESS REQUIREMENTS DOCUMENT (BRD) FOR:

Transpharm B2C Ecommerce Offering (5526)

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| --- |
| **Stakeholders Sign-Off** |
| I have read, understood and agreed with the contents of this document. The document is complete and addresses all the necessary business requirements. Any amendments to this document will be handled through the agreed ‘Work Request’ procedure. |

|  |  |  |  |
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# 

# Introduction

The​ ​Business​ ​Requirements​ ​Document​ ​(BRD)​ ​aims​ ​to​ ​capture​ ​all​ ​Stakeholder’​ ​high​ ​level requirements​ ​regardless​ ​of​ the ​IT​ ​Solution​ ​that​ ​will​ ​be​ ​implemented.​ ​The​ ​focus​ ​is​ ​on​ ​WHAT​ ​the business​ ​requirements​ ​are​ ​and​ ​not​ ​HOW​ ​these​ ​requirements​ ​will​ ​be​ ​met.​ ​The​ ​information​ ​in​ ​this document​ ​will​ ​be​ ​used​ ​by​ ​the​ ​Solution​ ​Architect​ ​to​ ​determine​ ​a​ ​suitable​ ​IT​ ​solution​ ​for​ ​the​ ​business.

## 1. Background and Business Context

|  |  |
| --- | --- |
| **Request** | Provide Transpharm a business-to-consumer company and related capability to sell products to the public in South Africa.  This request was raised by Jaco Engelbrecht (GM for Pharmaceutical). |
| **Business Problem / Opportunity** | Transpharm may not sell to the public, as it is licensed as a pharmaceutical wholesaler.  It can thus not make use of the opportunity to enter the baby products market.  By establishing a business-to-consumer (B2C) retail company with an exclusive online presence, it may be able to enter the baby products and services market, asd well as possibly other niche markets. |
| **Business Benefits** | * Grow sales for Transpharm * Establish an additional revenue stream for Transpharm as holding company. |

## 2. Strategic Focus Areas

|  |  |
| --- | --- |
| **Focus Area** | **Support Description** |
| **A Truly Customer First Culture** | Patients in South Africa expect an online self-service capability to be provided by retail pharmacy groups.  Medirite is enabling its patients to do exactly that.  It is further enhancing the customer experience by enabling patients to add selected OTC products to their monthly order for medication. |
| **Develop Future Fit Channels** | Medirite develops future fit channels by:   * Introducing a mobile channel via which patients can interact with medirite pharmacies and services. * Capitalising on bricks-and-mortar pharmacies advantage for Omni Channel offerings – enhancing our ability to get products to patients at, or from any of our pharmacies at a low cost, with an accelerating digital presence to match and extend the physical footprint. |
| **Technological Sustainability** | The business solution will utilise the existing Medirite platforms, as well as Shoprite mobile enablement and customer platforms. |

## 3. Business Processes Impacted

|  |  |  |  |
| --- | --- | --- | --- |
| **Process ID** | **Business Process Name** | **Business Process Description** | **Specific Roles Impacted** |
| **PL** | **Plan** | Strategic Category Planning and Execution (Product; Price; Promotion; Placement)  **Impact:**  Cater for new business with unique products. |  |
| PL.PLM | Plan Merchandise | Merchandise Planning entails the scientific planning of merchandise categories, assortments and listing with the aim to identify products customers need, as well as how and where they need it. This includes the financial planning around margins and profitability indicators.  **Impact:**  Cater for new business with unique products. | Transpharm Buyers |
| PL.EMP | Execute Merchandise Plan | The Merchandise Plan will be executed by sourcing and creating a Product, managing the Vendor that supplies the Product, setup a DC and Store to supply and sell the Product, capturing a Purchase Price for the DC and Store to order the Product, loading a Retail Price to sell the Product and promoting the Product according to the annual Marketing Campaign or on an ad-hoc basis.  **Impact:**  Cater for new business with unique products. | Transpharm Buyers |
| **SU** | **Supply** | Supply the right product on time to all our Retail and Wholesale outlets  **Impact:**  Cater for courier to customers directly from suppliers. |  |
| SU.MTR | Manage Transportation | Transportation management deals with the processes related to the logistical movement of merchandise between DC's, Suppliers and Retail outlets. These processes includes planning distribution, route planning/scheduling as well as the monitor of fleet performance. TransRite provides the Group's transportation fleet, which ensures fast and optimal deliveries to supply the products to our retail outlets on time.  **Impact:**  Cater for courier to customers directly from suppliers. | Fulfilment Management |
| **SE** | **Sell** | Sell quality products and services to our Customers  **Impact:**  Cater for a new online store to sell the products of the new business. |  |
| SE.MCI | Manage Customer Interaction | Manage Customer Interaction is the managing of the interaction between Shoprite and the Customer. The guiding mission of the Shoprite Group of Companies is to be the customers' preferred shopping destination, by retailing services, food and non-food products at the Group's lowest prices from conveniently located outlets in an environment that is conducive to a comfortable and enjoyable shopping experience.  **Impact:**  Cater for the new customers of the new online business. | Call Centre |
| **IT** | **Provide Information Technology** | Provide Information Technology products and services to enable Shoprite's business processes. Shoprite’s IT Department has earned a reputation as a technological innovator in the retail sector by following a “best of breed” approach to provide effective IT solutions that touch on every aspect of the value chain.  **Impact:**  Host and support the new online business. |  |
| IT.MES | Manage Enterprise Solutions | Improve Business Processes and coordinate effective communication and change management for solutions to ensure adoption and achievement of desired outcomes  **Impact:**  Host the new online business on the Shoprite IT systems. | Shoprite IT |
| IT.MIO | Manage IT Operations | Deliver and deploy a new solution or implement enhancements to an existing technology solution based on the business need and the day-to-day support of the Information Technology solution (technology infrastructure components, services, storage, networking and connectivity elements) in any given deployment scenario  **Impact:**  Support the technology used by the new online business. | Shoprite IT |
| **FI** | **Manage Financial Resources and Assets** | Financial management of our business with the goal of having a positive cash flow and making a profit. This includes maintenance, administration and control of financial assets while adhering to relevant accounting standards and ensuring compliance to relevant laws and regulations.  **Impact:**  Manage the financial accounts of the new online business. |  |
| FI.PMA | Plan and Manage Accounting | Financial Planning includes the whole financial cycle from budget planning through to the closing of the financial periods and the reporting thereof.  **Impact:**  Establish the set of financial accounts for the new online business. | Transpharm Finance |
| FI.MFA | Manage Collaborative Finance Operations | Collaborative Finance Operations provide processes which manage the accounting activities for receivables, invoicing, expenses, financial shared services etc.  **Impact:**  Manage the financial accounts and related creditors, debtors, bank accounts and transactions of the new online business. | Transpharm Finance |
| **HR** | **Develop and Manage Human Capital** | The Shoprite Group believes in the vital role its employees play, and accordingly the company is driven by the philosophy of “Powered by our People”. This is evident in the focus that is placed on the training and development of staff to ensure exciting career opportunities for star performers. The Group is committed to driving transformation.  Impact:  Train the new staff to operate the systems and perform their duties (e.g. new call centre staff). |  |
| HR.PRD | Plan, Recruit and Develop Shoprite Talent | Talent management consolidates all the strategic employee development processes spanning the employees' career with the company: from hire to retire, including recruitment, education, career development, and performance management. It also encompasses the company view of employee development, identifying and tracking high potential employees to ensure future leaders can be effectively promoted from within and that successors are identified for key positions. A strong Talent Management strategy enables the organization to find the best people, leverage their talent in the right place and right time, align employees and teams to corporate goals, maximize the impact of training, and retain and promote top performers.  Impact:  Establish the core organisation structure for the new online business.  Recruit, contract or second staff to fill the key positions. | Transpharm HR |
| HR.MRW | Manage and Remunerate Workforce | Workforce Management refers to the support activities that enable Shoprite personnel to operate effectively and efficiently in Personnel related activities. This capability streamline and integrate essential workforce processes such as employee administration, payroll, time management, and legal reporting  Impact:  Manage the staff operating the new business. | Transpharm HR |

## 4. Brands Impacted

|  |  |
| --- | --- |
| **Type** | **Brand** |
| **Pharmaceutical brands** | Transpharm (pharmaceutical wholesaler) |
| **New brand** | A new brand is to be established, as a subsidiary of Transpharm. |

## 5. Countries Impacted

|  |  |
| --- | --- |
| **Country Name** | **Language / Currency** |
| South Africa | English / Rand |

## 6. Channels Impacted

|  |  |
| --- | --- |
| **Channel Name** | **Channel Description** |
| Bulk SMS | Bulk SMS is the sending of large numbers of SMS messages for delivery to mobile terminals enabling interaction with multiple recipients by just a Click |
| Contact Centre | A customer interaction centre where all customer contact is managed from a central point using voice calls and data applications like email and Web based chat or instant messaging |
| Push Notification | A push notification (also known as a server push notification) is the delivery of information to a computing device from an application server where the request for the transaction is initiated by the server rather than by an explicit request from the client |
| SMS | Short Message Service (SMS) refers to the systems that mobile carriers around the world use to transmit text messages between mobile phones |
| Web |  |

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# Functional Requirements

For a diagrammatic overview of the solution, refer to [**Appendix 1: Business Context Diagram**](#_ufpbb4rtu4dz).

Also refer to the [**Glossary**](#_9kjobdmm85oq) for definitions of key terminology, as it applies to this solution.

## **1 Product Classification Structures**

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| --- | --- | --- |
| **ReqID** | **Requirement** | **Description** |
| BR0101 | Maintain a B2C Co products and services catalogue | 1. Maintain a product and services categorisation hierarchy (product categories) for use by B2C Co to organise the types of products and services it will sell.  2. Maintain the B2C Co product hierarchy in the Shoprite retail system (SAP Retail), using the existing Shoprite classification hierarchy levels and structure. |
| BR0102 | Maintain content meta-tag hierarchy structures for B2C Co products and services | 1. Maintain hierarchy structures for tagging content, to cover at least the following:  • Seasons  • Special Events  • Product Property-Types (e.g. wheels, legs, wired/cordless)  • Product Materials (e.g. material, plastic, wood, metal)  • Collections of products related to a specific buying objective (e.g. "feeding your new infant")  • Child age group (0-6 months, 7-12 months, 1-2 years, 2-3 years, etc.)  • Child gender (unisex/any, female/girl, male/boy)  • Child development group (Infant, toddler, etc.)  2. Develop and maintain a tag hierarchy methodology, to ensure tag consistency.  3. Maintain a synonym relationship for tag terms (e.g. stroller, walker, carry-cot)  4. One/more content meta-tags may be applied to:  • Products  • Advertisements  • Special Content  5. Cater for an Article category and subcategory hierarchy. |

## **2 Product and Service Suppliers**

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| **ReqID** | **Requirement** | **Description** |
| BR0201 | Take-on B2C Co a product supplier | 1. Initially, B2C Co will focus on selling only products.  2. Contract the supplier, to meet the B2C Co service conditions for the given product.  3. Configure the supplier in the Shoprite financial system (SAP Finance)  4. Configure the supplier in the Shoprite retail system (SAP Retail), as supplier to the B2C Co online business. |
| BR0202 | B2C Co suppliers provide up-to-date product and service details | 1. B2C Co suppliers provide up-to-date product and service details, to include at least the following:  • Product barcode unknown (when supplier order is placed)  • Product temporarily out-of-stock / back-in-stock must always submitted to B2C Co (real-time)  • Product unavailable/available again must always be submitted to B2C Co (real-time)  • Product recall / recall lifted must always be reported to B2C Co (real-time), with batch identification details  2. The supplier must report at least the following supplier order fulfilment statuses to the business:  • Order acknowledgement  • Order ready to despatch (ready to be collected by courier)  • Order despatched  3. The supplier must report at least the following supplier return fulfilment statuses to the business:  • Return acknowledgement [tbd]  • Return received  4. A courier must report at least the following delivery statuses to the business:  • Order registered (with courier waybill reference number)  • Order collected (from supplier)  • Order despatched  • Order delivered (to customer)  • Order could not be delivered  • Order undeliverable (to be returned)  5. A courier must report at least the following return statuses to the business:  • Return registered (with courier waybill reference number)  • Return collected (from supplier)  • Return delivered (to supplier) |
| BR0203 | B2C Co a product suppliers fulfil to B2C Co service requirements | 1. B2C Co a product suppliers fulfil orders to B2C Co service requirements:  2. All orders are packed using B2C Co packaging, documentation and labels  3. All orders are delivered to customers using the designated B2C Co courier.  4. Changed fulfilment lead-time information must always be submitted to B2C Co (daily) |
| BR0204 | Sell products in various promotional formats | 1. Products may be managed and sold in any of the following formats:  • Any product pack size, as listed in the B2C Co product list (e.g. single and 4-pack).  • Promotional item consisting of a single product, usually sold as a limited-stock, or limited-time offer.  • Combination of multiple products to sold together, usually sold as a limited-stock, or limited-time offer.  • The items in this type of promotion are fulfilled as separate products.  • Where a promotional pack is supplied as a unit by a supplier, that item must be listed and managed as a distinct product (e.g. big tin of baby formula wrapped/banded with a small tin).  • The items in this type of promotion are fulfilled together as a supplier promotion item.  2. Important: For the purpose of this document, any reference to product implies any of these formats. |

## **3 Product and Service Catalogue**

|  |  |  |
| --- | --- | --- |
| **ReqID** | **Requirement** | **Description** |
| BR0301 | Register products | 1. All B2C Co products must be listed in the Shoprite Retail system (SAP Retail), using the standard Shoprite product listing procedure (not bulk).  2. List the B2C Co products with the applicable B2C Co vendor as the supplier.  3. For each B2C Co product, configure the following:  • Ordering lead-time for the supplier  • An ordering pack size for each pack (quantity) that can be ordered from the supplier.  • A selling pack size to match each pack size that can be ordered from the supplier, with at least an each for a product.  • Consignment (no stock held) as product stock type  • For a department or BMC category, or a specific product sellable pack, a maximum quantity per sale may optionally be specified.  4. Where a B2C Co product already exists in the Shoprite catalogue (same product pack barcode), the existing product will be retained. |
| BR0302 | Make products available for online sale | 1. Maintain a Medirite Online non-trading site in the Shoprite retail environment, to which the B2C Co products are ranged for selling via the B2C Co online channel(s).  2. The availability of product for ordering and selling by B2C Co online will be managed in the Shoprite retail system.  3. Maintain the supplier fulfilment lead-time for each product, using the information provided by the product supplier (e.g. In Stock, 3 days).  4. Maintain the courier lead-time for each product, using the information provided by the courier (e.g. 1 day).  5. Maintain the total order-to-delivery lead-time for each product, as the sum of the fulfilment and courier lead times, for display on the online shop ("usually delivered within").  6. The B2C Co specific products will not be ranged for sell by other Shoprite brands.  7. Maintain the product meta-data, as detailed in the Enrich product meta-data for online use requirement of the Content Enrichment section. |
| BR0303 | Maintain products online availability | 1. Withdraw discontinued products from both the sales and product master catalogue.  2. Temporarily withdraw recalled products from the sales catalogue.  3. Temporarily withdraw long-term out of stock products from the sales catalogue. |
| BR0304 | Maintain products supplier availability | 1. Interface to each supplier, to automatically reflect changes in product availability on at least a daily basis.  2. Cater for the types of product status, as detailed in the B2C Co suppliers provide up-to-date product and service details requirement. |

## **4 Product Pricing**

|  |  |  |
| --- | --- | --- |
| **ReqID** | **Requirement** | **Description** |
| BR0401 | Maintain a category margin | 1. Maintain a selling margin (%) on Department and BMC levels, to be applied to all products allocated in that category hierarchy. |
| BR0402 | Maintain a product margin | 1. A selling margin (%) may be maintained for a specific product, to then take precedence over the margin specified for the category within which it is allocated.  2. If a product margin is not specified, the category margin applies in the following order of priority:  • BMC  • Department |
| BR0403 | Maintain a product selling price | 1. The applicable margin of each product is used to calculate the proposed selling price (excl) for the product: moving average cost (MAC) + margin%.  2. VAT is calculated and added to the proposed selling price (excl), to derive the proposed selling price (incl).  3. Price rounding rules are applied to the proposed selling price (incl), to derive the selling price.  4. The actual VAT and margin are then re-calculated from the selling price. |
| BR0404 | Maintain product promotions | 1. A promotional price may be maintained as either a margin, or selling price, with a set start and end date-time (cater for limited-time offers).  • The same calculation rules apply as for the Maintain a product selling price requirement (above)  2. A start and end date-time (hour) is set for the promotion.  3. A promotion may optionally expire after a fixed number of units have been sold.  4. A promotion may be associated to a marketing campaign and/or advertisement. |
| BR0405 | Maintain a ruling price for each product | 1. Determine and record the effective selling price for a product at a given date and time, derived by overriding the selling price (incl.) with the latest-starting promotional price for that product.  2. When the effective promotion price expires, the ruling price for that product is immediately determined again. |

## **5 Marketing**

|  |  |  |
| --- | --- | --- |
| **ReqID** | **Requirement** | **Description** |
| BR0501 | Maintain a B2C Co marketing strategy and related tactics | 1. Maintain a B2C Co marketing strategy for each of the following phases of the business:  • Leading up to the launch of the business  • Soft-launch of the online shop  • At time of opening the business online shop  • Establishing the online business  • Maturing the online business  2. Develop approaches to monitoring and adapting to market perceptions and needs:  • Brand awareness, differentiation and image  • Market and customer perceptions  • Category and product need and perception testing  • Online social commentary  • Customer segmentation (e.g. LSM levels) and persona (e.g. expecting mother) development  • Other forms of marketing intelligence  3. Develop approaches to defining and executing own marketing campaigns and advertising, for the following:  • Market penetration and/or loss-leading  • Special events  • Specific products and services  • Category-driven promotions  • Supplier-driven promotions  • Personalised promotions  • Marketing message and advertising testing (e.g. A/B testing)  4. Develop approaches to optimising advertising revenue:  • Supplier recruitment for paid advertising and promotions  • Supplier recruitment for paid product promotions (e.g. preferred listing/ranking)  5. Develop approaches to monitoring and reacting to the competition, other threats and opportunities:  • Product and service categories offered by the competition  • Product and service pricing offered by the competition  • Campaigns and advertisements run by the competition  • Promotions and discounts offered by the competition  • Identification and monitoring of possible threats in the environment (e.g. COVID19)  • Identification, monitoring and reacting to possible opportunities (e.g. special protective items)  6. Develop approaches to using the following channels:  • Online shop - Advertisements (public, registered customers)  • Online shop - product and special content recommendations (public, registered customers)  • Service related emails to registered customers (advertising, product and special content promotions)  • Call centre on-hold messages  • Direct advertising messages to registered customers (email/SMS/Push notification)  • Direct product and special content recommendation messages to registered customers (email/SMS/Push notification)  • Shoprite and Checkers online platforms  • Shoprite Rainmaker  • Social media - B2C Co identity and business messages  • Social media - Influencers  • Online Advertorials  • Search engine advertising and SEO  • Non-search engine online paid advertising  • Traditional advertising channels (TV, radio, print)  • Online videos (later)  • Online shop recommendation and linking from other sites (e.g. online review sites) |
| BR0502 | Manage B2C Co marketing campaigns | 1. Manage campaigns across the online shop and other channels.  2. Track and consolidate marketing campaign statistics across advertisements and channels. |
| BR0503 | Manage B2C Co marketing assets | 1. Maintain a library of brand, product, service and other images for use in the online shop, advertisements and special content. |

## **6 Advertising**

|  |  |  |
| --- | --- | --- |
| **ReqID** | **Requirement** | **Description** |
| BR0601 | Maintain advertisements | 1. Maintain at least the following for each advertisement:  • Unique identifier  • Title  • Teaser (short rich-text description, displayed where space is limited/in lists)  • Description (full rich-text with images, displayed in full view)  • Product and/or advertisement images (one must be marked as the default)  • Status (active, draft, published, archived, etc.)  • Version (used for A/B testing, etc.)  2. Both text and images may contain URL links to a product/special content/online search on the online shop.  3. Also see the Maintain various sizes for each image requirement in the Enrich Content section.  4. Maintain a published start and expiry (mandatory) date-time for each advertisement presented on the online shop and other online channels (as applicable).  5. Maintain the product meta-data, as detailed in the Enrich advertisement meta-data for online use requirement of the Content Enrichment section. |
| BR0602 | Associate advertisements to marketing campaigns | 1. Maintain one/more B2C Co advertisements for each marketing campaign.  2. Track advertisements across the target audiences/groups (e.g. mailing list) and channels used for the campaign.  3. Where applicable, maintain and track multiple versions (A/B testing) of advertisements. |
| BR0603 | Maintain online shop advertisements | 1. An advertisement in the online shop may be presented in various formats:  • Banner  • Teaser  • Full page  2. A product or advertisement may be visually flagged to indicate the type of promotion, for example:  • Promotion  • Limited Stock  • Big Discount, Clearance  • Black Friday, Cyber Monday, etc.  • Christmas, Easter  • Holiday, Back-to-school (for toddlers going to preschool)  • Season  • etc. |
| BR0604 | Publish advertisement across channels | 1. Review each advertisements before publishing it.  2. Separately publish each advertisement to the online shop and/or specific online channels.  3. Maintain a list of the channels where the advertisement is published. |

## **7 Special Content (Articles) (**future phase**)**

|  |  |  |
| --- | --- | --- |
| **ReqID** | **Requirement** | **Description** |
| BR0701 | Maintain special content | 1. The article special content type is used to present informative content to selected customers on the online store. It may however be published to other channels.  2. Maintain at least the following for each article:  • Unique identifier  • Title  • Teaser (short rich-text description, displayed where space is limited/in lists)  • Description (full rich-text with images, displayed in full view)  • Product and/or advertisement images (one must be marked as the default)  • Status (active, draft, published, archived, etc.)  • Attachment - the article may have a downloadable PDF linked to it.  3. Maintain a published start and expiry (optional) date-time, for automatic un/publishing in the online shop.  4. Both text and images may contain URL links to a product/special content/online search on the online shop.  5. Also see the Maintain various sizes for each image requirement in the Enrich Content section.  6. Maintain the special content meta-data, as detailed in the Enrich special content meta-data for online use requirement of the Content Enrichment section. |
| BR0702 | Maintain website customer check-lists special content | 1. The checklist special content type is used to present information to parents with a list of recommended products and other actions.  2. In addition to all of the article requirements, it has a list of items.  3. Each checklist task has a name and brief description.  4. A checklist task may contains criteria for searching products of one/more subcategory/tags, with a link to find suitable products.  5. A click on a checklist task is logged for statistical and customer profiling purposes. |
| BR0703 | Maintain online special content | 1. A special content item in the online shop may be presented in various formats:  • Banner  • Teaser block on side of page  • Full page view  2. A special content item may be visually flagged to indicate it as new, or updated. |
| BR0704 | Un/Publish website special content | 1. Review each special content item before publishing it.  2. Separately publish special content item to the online shop and/or specific online channels. |

## **8 Content Enrichment**

|  |  |  |
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| **ReqID** | **Requirement** | **Description** |
| BR0801 | Enrich product meta-data for online use | 1. Follow the existing Shoprite process to enrich the product meta-data and meta-tags for online selling purposes.  2. Enrich each product with relevant master data for use in the online shop, to include at least the following:  • Name (title) of the product  • Description  • Teaser Description (for display in search results)  • Specification (summary of the product features and what the customer will receive in the box)  • Brand of the product  3. Enrich each product with photographs for use in the online shop and advertisements:  • One image must be marked as the default.  4. Also see the Maintain various sizes for each image requirement.  5. Enrich each B2C Co product with relevant meta-tags for online use, as detailed in the Maintain content meta-tag hierarchy structures requirements. |
| BR0802 | Maintain a new flag for each newly listed product | 1. Automatically flag each newly published product as "New".  2. Automatically expire the new flag for that product after a set number of days (e.g. 60 days). |
| BR0803 | Enrich advertisement meta-data for online use | 1. Follow the existing Shoprite process to enrich the advertisement meta-data and meta-tags for online selling and advertising purposes.  2. Enrich each advertisement with relevant master data for use in the online shop and other online advertising channels, to include at least the following:  • Search-engine meta-tags  3. Enrich each advertisement with relevant meta-tags for use in the online shop, as detailed in the Maintain content meta-tag hierarchy structures requirements. |
| BR0804 | Enrich special content item (article) meta-data for online use | 1. Follow the existing Shoprite process to enrich the special content item meta-data and meta-tags for online selling (and possibly publishing) purposes.  2. Enrich each special content item with relevant master data for use in the online shop and other online advertising channels, to include at least the following:  • Search-engine meta-tags  3. Enrich each special content item with relevant meta-tags for use in the online shop, as detailed in the Maintain content meta-tag hierarchy structures requirements. |
| BR0805 | Maintain various sizes for each image | 1. For each image, maintain the following image sizes, for use in various presentation formats.  • Thumbnail  • Small  • Medium  • Large (full size)  • Banner (for advertisements)  2. Include different sizes for the medium and large version of each image, to display on different screen sizes - pc, tablet, smartphone |
| BR0806 | Enrich content relationships and classification using meta-tags | 1. If a sub-tag is applied, its parent meta-tag must also be applied to the item (e.g. for baby milk, baby food). |

## **9 Users**

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| **ReqID** | **Requirement** | **Description** |
| BR0901 | Manage online shop user roles | 1. Cater for the following online shop user role, each with a configurable set of allowed functions:  2. Customer role  3. Business user roles:  • Advertisement Manager  • Special Content Manager  • Product Manager  • Promotion Manager  • Orders Manager  • Fulfilment Manager  • Business User Administrator  4. Customer service user roles:  • Contact Centre Agent  • Contact Centre Supervisor  5. Support user roles:  • Site administrator  • Presentation Manager  • User administrator  • User roles administrator  6. A systems administrator maintains the user roles. |
| BR0902 | Register user | 1. User registration requirements depend on the type of user (customer, back-office), as detailed in the following sections:  2. Back-office User Registration  3. Customer Registration  4. Business Rule: The same email address may not be used for more than one active user of any type (back-office, customer). |
| BR0903 | Authenticate user | 1. After registration, a user is sent a confirmation email with a verification link, to be used to verify and activate their user.  • From the registration confirmation welcome page, the user is prompted to login.  2. During login, authenticate the user with their email address and password.  • Consider using a CAPTCHA as additional verification.  • Lock accounts after repeated failed authentication.  3. The user sessions must:  • Expire after a specified time of no activity (e.g. 30 minutes)  • Be unique (cannot login more than once)  4. Also see the Register customer requirement in the Customer Registration section.  5. The user account must be locked several invalid (wrong password) login attempts.  • Consider using a temporary lock, followed by a had lock if further login attempts fail.  • Send the user a notification email when their account is locked, stating the reason and date-time of the last event. |
| BR0904 | Recover user password | 1. When prompted to login, a user may choose a forgot password function, triggering an email with a password reset link to be sent to their email address.  2. Using a forgot password link, the user is:  • Prompted to capture a new password (double-entry with strength-check)  • Redirected to the login page |
| BR0905 | Change user password | 1. Once logged in, a customer or back-office user may choose to change their password.  • Capture a new password (double-entry with strength-check)  • Present password changed confirmation message.  2. A user administrator may reset any user's password (but not change it).  • A password reset email is sent to the applicable user's email address. |
| BR0906 | Recover own username (registered email address) | 1. When prompted to login, a customer may choose a forgot login name function, to recover their login details.  • The customer captures their cellphone number and identity number.  • The cellphone number and identity number is used to identify the customer, to prompt for the answer to their secret question.  • Once the correct customer is identified and their secret question answered, the user is informed about an SMS sent to their cellphone, containing their login username.  2. Business Rule: A back-office user may not change their login username. It must be requested via the approved business/IT channels. |
| BR0907 | Administer locked users | 1. Review the list of locked user accounts on a weekly basis.  2. On activating a locked user, a password reset email is triggered for that user. |
| BR0908 | Administer abandoned users | 1. Automatically mark users as abandoned after a parameter-driven number of days, differentiated between internal users and customers.  2. Automatically flag a user as no longer abandoned when they login to their online account.  3. Review the list of abandoned user accounts on a weekly basis.  4. Automatically remind customers with no activity (a parameter-driven number of times) about the benefits of using B2C Co, and that they are missed.  5. Automatically remind internal users with no activity (number of times) about their new user account.  6. Manually mark identified abandoned internal user accounts for archiving.  7. Automatically mark identified abandoned customer user accounts for archiving after a parameter-driven number of days (few months). |

## **10 Online Shop**

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| **ReqID** | **Requirement** | **Description** |
| BR1001 | Present an online shop for anonymous visitors | 1. The online shop must be presented as follows for an anonymous site visitor:  2. Online shop sections:  • Home page  • Online shopfront  • Shopping Cart review  • About Us page  • Contact Us page  • Login page  3. Main navigation menu options (on every page):  • Home (return to main shopping page)  • Quick-link to a current special event (e.g. Black Friday, Easter Specials)  • Browse by category (categories as sub-items)  • About Us  • Contact Us  4. User menu options (on every page):  • Shopping Cart (also show qty products in cart)  • Login  5. Home page:  • Present a message welcoming the anonymous visitor to the online shop.  • Present a quick-link to any current special event (e.g. Black Friday, Easter Specials)  • Present the shopfront search function.  • Present the highest rated advertisements for each main category.  • If a special event is in effect, give that priority. |
| BR1002 | Present an online shop for logged-in customers | 1. The online shop must be presented as follows for a customer:  2. Online shop sections:  • Home page  • Online shopfront  • Shopping Cart section  • About Us page  • Contact Us page  • Customer Profile and History section  3. Main navigation menu options (on every page):  • Home (return to main shopping page)  • Quick-link to a current special event (e.g. Black Friday, Easter Specials)  • Browse by category (categories as sub-items)  • About Us  • Contact Us  4. User menu options (on every page):  • Customer profile  • Shopping Cart (also show qty products in cart)  • Orders  • Returns  • Messages  • Logout  5. Home page:  • Present a message welcoming the customer back to to the online shop.  • Possibly indicate when they last visited.  • Alert the customer of any new messages for them from the business, with an option to view the messages.  • Present a quick-link to any current special event (e.g. Black Friday, Easter Specials)  • Present the shopfront search function.  • Present the highest rated advertisements for each main category.  • If a special event is in effect, give that priority.  • Apply the customer's family criteria when selecting the results. |
| BR1003 | Present an online shop for logged-in back-office users | 1. The online shop must be presented as follows for back-office users that are required to use the online shop front-end:  • For a supplier fulfilment user, refer to the View and print the customer documentation for a supplier from the online shop requirement in the Supplier Orders Fulfilment section  2. Online shop sections:  • Back-end Administration section applicable to the user (home page)  • About Us page  • Contact Us page  • User Profile  3. Main navigation menu options (on every page):  • Home (return to back-office section for user)  • About Us  • Contact Us  4. User menu options (on every page):  • User profile  • Messages (if applicable)  • Logout  5. Home page:  • Present a message welcoming the customer back to to the online shop.  • Possibly indicate when they last visited.  • Alert the customer of any new messages for them from the business, with an option to view the messages (if applicable).  • Present the applicable back-office function(s) main page for the back-office user, as detailed in the following section(s):  • Supplier Orders Fulfilment  6. Do not show the online shopfront components (as detailed in the Present the online shopfront as part of the online shop requirement) to back-office users using the online shop. |
| BR1004 | Present the online shopfront as part of the online shop | 1. The online shopfront consists of the following (synchronised) sections:  • Shopping search function  • A quick-link to any current special event (e.g. Black Friday, Easter Specials)  • Sort criteria, to sort the search results  • Filter criteria applicable to the presented products search results list  • Presented search results, with the sort and filter criteria applied.  • Pager navigation for presenting the next set (configurable count) of results  • On the side, advertisements, matched to the search results  • On the side, recommended articles, matched to the search results  2. The filter criteria applicable to the current results are always shown next to the search results.  • For each filter dimension, the current number of matches per criteria entry is listed with the item.  3. The user may change the filter criteria applied to the search results.  • When a user changes any filter criteria, all the filter criteria are presented together, to enable the user to apply multiple changes together.  • For any given filter dimension, the user may select multiple items.  4. The user may change the following filter criteria dimensions, as may be applicable to the search results:  • Main product category hierarchy  • Price bands  • Brands  • Availability  • Properties meta-tag hierarchies  • Promotion  • Special event  5. The user may change the sort order for the search results:  • When a user changes sort criteria, the change is applied immediately, with the search results refreshed in the new order.  • When changing the sort order, the user is returned to the first item in the (sorted) results list.  6. Back-office users must be presented the same shop-front as customers.  7. Relevant promoted advertisements and articles are presented alongside the search results.  8. Relevant promoted products and articles are presented on a product page. |
| BR1005 | Present product in the online shop | 1. The search results teaser view of a product contains at least the following:  • Title (link to product)  • Thumbnail image (of default; link to product)  • Brand  • Teaser  • Price (incl.)  • Icons to add the product to: Shopping Cart, Favourites, Wish-list  • Promotion type (if applicable)  2. The recommended product teaser view of a product contains at least the following:  • Title (link to product)  • Small image (of default; link to product)  • Price (incl.)  • Icons to add the product to: Shopping Cart, Favourites, Wish-list  • Promotion type (if applicable)  3. The full page view of a product contains at least the following:  • Title  • Meta-tag hierarchy (category hierarchy as breadcrumb; links to category search)  • Medium Image (of default, with option to view all images in full)  • Brand  • Price (incl.)  • Description (full text)  • Specification  • Icons, to add the product to the: Shopping Cart, Favourites, Wish-list  4. On a product page, other products may be promoted:  • Similar products (same meta-tags)  • Also bought  5. Also see the Enrich product meta-data for online use requirements of the Enrich Content section.  6. On a product page, present a list of similar products, as detailed in the Identify appropriate products to promote on a product page requirement of the Online Shop Recommended Content section.  7. On a product page, present a list of also-bought products, as detailed in the Identify appropriate products to promote on a product page requirement of the Online Shop Recommended Content section. |
| BR1006 | Present advertisement in the online shop | 1. The banner view of an advertisement contains at least the following:  • Banner image (of default; link to advertisement)  • Price (incl.)  • Title & Teaser (presented on hover)  2. The search results teaser view of an advertisement contains at least the following:  • Title (link to advertisement)  • Thumbnail image (of default; link to advertisement)  • Teaser  • Price (incl.)  • Promotion type  • Icons to add the product to: Shopping Cart, Favourites, Wish-list  3. The promoted advertisement teaser view contains at least the following:  • Title (link to advertisement)  • Small image (of default; link to advertisement)  • Teaser  • Price (incl.)  • Promotion type  • Icons to add the product to: Shopping Cart, Favourites, Wish-list  4. The full page view of an advertisement contains at least the following:  • Title  • Medium Image (of default, with option to view all images in full)  • Price (incl.)  • Description (full text with images)  • Icons, to add the product to the: Shopping Cart, Favourites, Wish-list  5. Also see the Enrich advertisement meta-data for online use requirements of the Enrich Content section. |
| BR1007 | Present article in the online shop | 1. The search results teaser view of an article contains at least the following:  • Title (link to article)  • Thumbnail image (of default; link to article)  • Teaser  • Icon to add the product to Article Library  2. The teaser view of an article contains at least the following:  • Title (link to article)  • Small Image (of default; link to article)  • Teaser  • Icon to add the product to Article Library  3. The full page view of an article contains at least the following:  • Title  • Medium Image (of default, with option to view all images in full)  • Price (incl.)  • Description (full text with images)  • Icon to add the product to Article Library  4. Also see the Enrich special content meta-data for online use requirements of the Enrich Content section. |
| BR1008 | Present information about the business (About Us) | 1. The About Us page must detail at least the following about the business:  • Company registration details  • Company address  • Company Directors [TBC]  • Main brand identity and positioning message |
| BR1009 | Provide the ability to contact the business (Contact Us) | 1. The Contact Us page must contain at least the following:  2. Contact details for the business contact centre  3. Contact form, to enable a visitor/user to submit a message to the business:  • Name  • Email address (logged-in user cannot modify)  • Reference (order / return reference)  • Subject  • Text description (plain text, but multi-line)  • For anonymous visitors, a CAPTCHA prompt is recommended to be required.  4. Cater for at least the following topics via the online shop contact form:  • Shopping General Issue / Suggestion  • Complaint / Compliment  • Advertisement  • Product Issue / Suggestion  • Price  • Article Issue / Suggestion  • Checkout and Payment Issue / Suggestion  5. Provide information to direct the customer to the appropriate area for the following:  • Order Enquiry  • Order Cancellation Request  • Return Request  • Return Enquiry  6. A contact form submission is processed as follows:  • A submission confirmation message is presented, thanking the user for their submission.  • A copy of the submitted contact form is sent to the supplied email address.  • Compliments and complains are directed to Marketing  • Orders and returns are directed to Orders management  • All other submissions are directed to the call centre  7. Also see the following requirements:  • Enquire about order in the View Orders section  • Request product return in the Return Products section  • Enquire about return request in the Return Products section  • Customer Messages section |
| BR1010 | Present a footer on all pages for all users | 1. The footer must contain at least the following:  • Copyright notice for online shop and content  • Link to display the online shop terms and conditions  • Link display the B2C Co privacy policy |
| BR1011 | Present the online shop terms and conditions of use | 1. When selecting the Terms and Conditions link, the online shop usage terms and conditions must be presented as a new page/tab.  2. The title and full text of the terms and conditions must be presented on the page.  3. The date last updated must be clearly presented.  4. The use must be able to download a copy of the text as a pdf file.  • The file must be contain the business name, title of the page and revision date (yyyymmdd) |
| BR1012 | Present the B2C Co Information Privacy Policy | 1. When selecting the privacy policy link, the B2C Co information privacy policy must be presented as a new page/tab.  2. The title and full text of the privacy policy must be presented on the page.  3. The use must be able to download a copy of the text as a pdf file.  • The file must be contain the business name, title of the page and revision date (yyyymmdd) |

## **11 User Navigation**

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| **ReqID** | **Requirement** | **Description** |
| BR1101 | Search for products or articles | 1. The user submits one or more full or partial words to search with.  • The in-progress search is visually indicated to the user (e.g. spinning circle, hourglass, etc.)  2. Alternately, a search is triggered when they click a link in an article checklist.  3. The search results list is presented, consisting of a combination of the following:  • Priority Advertisements  • Priority Articles  • Products  4. In addition, the following is placed in promotion areas on the side of the search results:  • Advertisements matching the current meta-tags (excluding those already listed in the search results)  • Articles matching the current meta-tags (excluding those already listed in the search results)  • Advertisements and articles are selected to fill a limited number of promotion display positions.  5. The filter criteria presents the meta-tag dimensions and related meta-tag items found in the search results.  6. Whenever the user makes a selection from the filter criteria, the results list is further refined.  • The items displayed in the promotion areas are also refreshed.  7. Also refer to the requirements in the following sections:  • Online Shop  • Online Shop Recommended Content section  8. By choosing a category/subcategory from the main menu, the search is reset and that selection is applied as the new search. |
| BR1102 | View a product | 1. A user may choose to view the full version of a product in the online shop:  • From their favourites list  • From their wish-list  • From the similar or also-bought products lists on a product page  • From their shopping cart  • From the search results  • From an advertisement on the online shop  • From a link in an article  • From a link in an email they received (referral is recorded)  • From a link in an advertisement published elsewhere on the internet (referral is recorded)  2. Also see the Present product in the online shop requirement in the Online Shop section. |
| BR1103 | View an advertisement | 1. A user may choose to view the full version of an advertisement in the online shop:  • From the search results  • From a promoted advertisement banner on the online shop  • From a promoted advertisement on the online shop  • From a link in an email they received (referral is recorded)  • From a link in an advertisement published elsewhere on the internet (referral is recorded)  2. Also see the Present advertisement in the online shop requirement in the Online Shop section. |
| BR1104 | View an article | 1. A user may choose to view the full version of an article in the online shop:  • From their articles library  • From the search results  • From a promoted article on the online shop  • From a link in an email they received (referral is recorded)  • From a link in a publication/advertisement published elsewhere on the internet (referral is recorded)  2. Also see the Present article in the online shop requirement in the Online Shop section. |
| BR1105 | Add a product to the shopping cart | 1. A user may add a product to their shopping cart:  • From the search results  • When viewing a product  • When viewing an advertisement  • From the similar products list on a product page  • From the also-bought products list on a product page  • From their favourites  • From their wish-list |
| BR1106 | Add a product to the favourites or wish-list | 1. A user may add/remove a product to their favourites:  • From the search results  • When viewing a product  • From the similar products list on a product page  • From the also-bought products list on a product page  • When viewing an advertisement  • From their wish-list to their favourites list  • From their wish-list (add/move)  2. A user may add/remove a product to their wish-list:  • From the search results  • When viewing a product  • From the similar products list on a product page  • From the also-bought products list on a product page  • When viewing an advertisement  • From their favourites (add/move) |
| BR1107 | Add article to articles library | 1. A user may add/remove an article to their articles library:  • From the search results  • When viewing a promoted article  • When viewing a full article |

## **12 Back-office User Registration**

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| **ReqID** | **Requirement** | **Description** |
| BR1201 | Register back-office users | 1. Manually register the following B2C users, based on managerial approval:  • Business  • Customer service  • IT Support  2. Manually register the following non-B2C users, based on managerial approval:  • Supplier Order Fulfilment (for customer statement and waybill printing - see Supplier Orders Fulfilment section)  3. Also see the Authenticate online user requirements in the Users section.  4. Business Rule: The same email address may not be used for more than one active user. |
| BR1202 | Unregister back-office users | 1. Manually unregister business users:  • On management instruction  • After resignation from the organisation |

## **13 Back-office User Profile**

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| **ReqID** | **Requirement** | **Description** |
| BR1301 | View back-office user profile | 1. A back-office user may at any time choose an option from their user menu/links, to view their back-office user profile.  2. A back-office user profile consists of the following:  • User details  • Change password |
| BR1302 | Change password | 1. From their back-office user profile, the user may change their login password, as detailed in the Change own password requirements of the Users section. |

## **14 Customer Registration**

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| **ReqID** | **Requirement** | **Description** |
| BR1401 | Register customer | 1. A customer may register with the B2C Co online shop whenever they are presented the option to login:  • On the login page  • On begin prompted to login when choosing to checkout their anonymous shopping cart  • On begin prompted to login when using a customer link that requires a user to be logged in  2. A person registers as B2C Co customer by providing the following minimum details:  • Name and Surname  • ID Type: SA ID, or Passport  • If SA ID, capture SA ID number (13 digits, validated as SA ID, with checksum)  • If passport, capture passport number (6-15 alpha-numeric characters)  • Title (if SA ID was used, default to Ms/Mr, based on detected gender)  • Email address (validate format)  • SA cellphone number (prefix 27, 9 digits)  • Password (double-entry with strength-check)  • Secret question and answer (for use to authenticate user forgetting their username, or on a call)  • Accept the B2C Co online shopping terms and conditions (may click a link to display and review the terms and conditions in a separate browser tab)  • Once submitted, a confirmation is presented, directing them to look out for the confirmation email with their one-time registration confirmation link.  3. A newly registered customer confirms their registration using the one-time link in the confirmation email sent to them.  • The confirmation link presents a welcome confirmation page to the new customer, with the options to start shopping, or visit their profile page.  4. Business Rule 1: If an SA ID number is provided, the provided title options must be applicable to the gender of the customer.  5. Business Rule 2: The same email address may not be used for more than one active user of any type. |
| BR1402 | Login customer | 1. See the Authenticate online user requirements in the Users section for the login requirements.  2. After login, the following types of activity the customer had as anonymous user (before logging in), are assigned to the (logged in) customer:  • Products in shopping cart  • Products added to favourite list  • Products added to wish-list  • Articles added to library  • Search and navigation history  3. After login, redirect to the customer's shopping cart if it contains items. |
| BR1403 | Unregister customer | 1. A logged in user may choose to unregister (resign) from the B2C Co online service.  • The user is prompted to confirm their resignation, with details on what will be done with their details, including the fact that it is not reversible.  2. The confirmed customer resignation is processed:  • A goodbye email is sent to the user, to confirm their resignation.  • The customer is flagged as canceled and their records are anonymised (retained for statistical purposes only).  3. Anonymise and archive the customer profile and related user. |

## **15 Customer Profile**

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| **ReqID** | **Requirement** | **Description** |
| BR1501 | View customer profile | 1. A customer may at any time choose an option from their customer menu/links, to view their customer profile.  2. A customer profile consists of the following:  • Personal details  • Change password  • Contact details  • Family details  • Delivery details  • Payment details  • Favourites  • Wishlist  • Articles Library |
| BR1502 | Maintain personal details | 1. The customer may updates their:  • Name (min 1 alpha, space and -' characters)  • Surname (min 2 alpha, space and -' characters)  • Title (select)  • Identity number type (SA ID / Passport or Visa)  • Identity number - SA ID (SA ID validation)  • Identity number - Passport (7-15 alpha-numeric characters)  2. To confirm the change to their personal details, the customer must capture a one-time-pin (OTP) sent to their email address.  3. Also refer to the Register customer requirements of the Customer Registration section for more details on the profile fields.  4. Invalid characters are removed for submitted values. |
| BR1503 | Change password | 1. From their customer profile, the customer may change their login password, as detailed in the Change own password requirements of the Users section. |
| BR1504 | Maintain contact details | 1. The customer may add a new email address, to replace the old one.  • It must be in a valid email address format.  • The customer must capture a one-time code emailed to the new email address, as well as a one-time code sent to their cellphone number (SMS).  • Once verified, the customer's new email address is used as their login user name.  2. The customer may update their cellphone number.  • It must be a valid SA phone number.  • The customer must capture a one-time-pin (OTP) sent to their cellphone number (SMS).  3. The customer may change their contact preferences:  • Primary contact method (email / cellphone)  • Marketing message consent (yes/no tick box; with explanation of value to customer, to cover special offers on their listed products, etc.)  • Child information message consent (yes/no tick box; with explanation of value to customer, to cover development information and checklists) |
| BR1505 | Maintain family details | 1. When selecting to view the family details, the recorded list of children is presented.  2. The customer can add a child, or remove an existing child.  3. The customer maintains the following for each child:  • Name (min 1 alpha, space and -' characters)  • Arrived (born/expecting)  • If born, the date of birth of the child  • If expecting, the number of weeks pregnant  • Gender (female/male/unknown)  4. The customer may opt in for reminders and information about the progress of their expected/new child's development (Child information message consent):  • Near the calculated expected birth date (weeks pregnant taken into account), the expecting mother is wished all the best for the birth.  • Unless the status of the child is changed to born, a reminder is sent shortly after the calculated expected birth date (weeks pregnant taken into account), to enquire about the expected birth and remind the new parents to update the details of their expected child.  • Based on the progress of the pregnancy/baby, information may be emailed to the customer. |
| BR1506 | Maintain delivery address(es) | 1. When selecting to view the address details, the recorded list of delivery addresses is presented.  2. The customer can add an address, or remove an existing address.  3. The customer maintains the following details for each address:  • Name for the address (unique for customer)  • Address details - Street, Suburb, Town, Postal Code (Google maps integration), with support for geo-location as address)  • Contact person name and optional contact phone number  • Delivery instructions (optional delivery note for inclusion on waybill) [TBD]  4. The user must select a default address to apply for deliveries.  5. If the user was redirected after choosing to add a new delivery address, they are presented an option to return to their shopping cart checkout.  • If chosen, the user is redirected to the confirm delivery step of their shopping cart checkout, with the new/last updated address selected. (Refer to the Confirm/Update Customer Delivery requirements of the Checkout and Pay section. |
| BR1507 | Maintain payment details | 1. The customer will initially only capture payment card details as part of the online payment step, to be captured by the payment gateway.  2. Depending on the payment gateway and available security features of the chosen solution, the customer may be prompted to provide their payment card details, to be applied for each online payment.  3. If card details are captured, a reminder is sent to the customer's email address one calendar month before their captured card-expiry month. |
| BR1508 | Maintain favourite product list | 1. When selecting to view the favourites, the products in their favourites list are presented.  • A message is presented with the list, to explain the purpose of the favourites list to be those products the customer wants to order often.  2. The customer can unmark a product, to immediately remove it from their favourites list.  3. A customer can add/remove a product to their favourites list, as detailed in the Add a product to the favourites or wish-list requirement of the User Navigation section.  4. A customer can add a specific/selected products from their favourites list to their shopping cart.  5. Also see the Login customer requirement in the Customer Registration section. |
| BR1509 | Maintain products wish-list | 1. When selecting to view their wish-list, the products in their wish-list are presented.  • A message is presented with the list, to explain the purpose of the wish-list to be those products the customer may want to order in future, but not regularly.  2. The customer can unmark a product, to immediately remove it from their wish-list.  3. A customer can add/remove a product to their wish-list, as detailed in the Add a product to the favourites or wish-list requirement of the User Navigation section.  4. A customer can add a specific/selected products from their wish-list to their shopping cart.  5. Also see the Login customer requirement in the Customer Registration section. |
| BR1510 | Maintain articles library | 1. When selecting to view their articles library, the articles in their favourite articles list are presented.  • A message is presented with the list, to explain the value of and encourage the customer to often explore and add articles to their articles library.  2. The customer can unmark an article, to immediately remove it from their articles library.  3. A customer can add an article to their library:  • From article search results  • From a promoted article  • When viewing an article full details  • Possibly, using a special one-time link embedded with an article presented in a personalised email.  • This will redirect the customer to a confirmation page for adding the article.  4. Also see the Login customer requirement in the Customer Registration section. |
| BR1511 | View History | 1. In addition, the following customer history may be accessed from the customer profile area of the online shop:  • Orders  • Returns  • Messages  2. Refer to the following section for the related requirements:  • View Orders  • Return Products  • View Messages |

## **16** Online Shop Recommended Content

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| **ReqID** | **Requirement** | **Description** |
| BR1601 | Identify products matching submitted search terms | 1. By default, a selection across all categories are presented on the products main page.  2. When browsing by sub/category, the category is used as the search term.  3. When the customer submits a search string (one/more full/partial words), match the search terms to:  • Product Name  • Products Description  • Products with matching meta-tags (detail and parent)  • Products with synonyms of matched meta-tags  • Product Brand  4. In addition to the above, apply the following family criteria as criteria:  • Age of baby/child, matched to an age group  • Gender of child  5. Apply faceted search and (fuzzy) weighting techniques and technologies to enable a customer to navigate the meta-tag hierarchies and results in a way that suits them. |
| BR1602 | Identify advertisements matching submitted search terms | 1. By default, a selection across all categories are presented on the products main page.  2. When browsing by sub/category, the category is used as the search term.  3. When the customer submits a search string (one/more full/partial words), match the search terms to:  • Advertisement Title  • Advertisement Description  • Advertisement with matching meta-tags (detail and parent)  • Advertisement with synonyms of matched meta-tags  • Advertised Brand  4. Apply a (fuzzy) weighting score to each match, to derive a combined relevance score.  5. The inclusion of an applicable advertisement in the online shop may be controlled by:  • Contracted frequency/number of presentations  • Publish start and end date-time  • Contracted priority |
| BR1603 | Identify articles matching submitted search terms | 1. By default, the latest articles across all categories are presented on the products main page.  2. When browsing by sub/category, the category is used as the search term.  3. When the customer submits a search string (one/more full/partial words), match the search terms to:  • Article Title  • Article Description  • Articles with matching meta-tags (detail and parent)  • Articles with synonyms of matched meta-tags  4. Apply a (fuzzy) weighting score to each match, to derive a combined relevance score.  5. The inclusion of an applicable synonym in the online shop may be controlled by:  • Publish start and end date-time |
| BR1604 | Return search results, using the preferred results order | 1. Include a fixed number of advertised products at the top of the search/filtering results.  2. Include a fixed number of articles at the top of the search/filtering results.  3. Prioritise meta-tags, products and articles recently or frequently used by a specific customer.  4. The recommended order ranks matching products, based on the weighted matching score in order of priority:  • Advertisement priority  • Article title rank  • Article description rank  • Promotion rank  • Product name match score  • Products description match score  • Products brand match score  • Meta-tag match score  • Synonyms of matched meta-tags |
| BR1605 | Order search results, based on user choice | 1. Search results may be ordered as follows:  • Preferred (default)  • Price Low-High / High-Low  • User Rank [TBD]  2. Results are presented, with a fixed number of results per page, with the ability to page through results.  3. The brands of matching products are listed, to enable the customer to further refine their choices  4. User may filter search results by Brand:  • Brands of matching products are listed, sorted by number of matches.  • Brands from suppliers with a relevant marketing agreement are however given a preferred listing rank.  5. User may filter search results by product property meta-tag hierarchies, sorted by number of matches. |
| BR1606 | Identify appropriate products to promote on a product page | 1. Identify similar products, by finding product with matching meta-tags and meeting the family criteria.  2. Identify also-bought products, by finding the most-bought products from purchases that contained the current product.  3. Exclude the current product from these recommended product lists. |
| BR1607 | Identify appropriate articles to promote on a product page | 1. Identify articles, by finding articles with matching meta-tags and meeting the family criteria. |
| BR1608 | Promote relevant other products on a product page | 1. Promote a list of similar products (search results display format)  2. Promote a list of also-bought products (search results display format) |
| BR1609 | Promote articles on product pages | 1. Promote a list of recommended articles (search results display format) |

## **17 Shopping Cart**

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| **ReqID** | **Requirement** | **Description** |
| BR1701 | View shopping cart status | 1. While in the shopfront, the status of the user's shopping cart must be visible, indicating the number of products in the cart.  2. The cart status must be presented at the top of the page, close to the user menu.  3. The cart status must automatically update when a product is added to the cart. |
| BR1702 | View shopping cart detail | 1. The user may be presented the detail of their shopping cart:  • Automatically after login, when they added products while not logged in.  • By selecting the shopping cart status  • By selecting the shopping cart option in their user menu.  2. Present at least the following details for the shopping cart:  • Products list  • Total Number of items in the shopping cart  • Total VAT  • Total Value (incl.)  3. Present the following actions for the shopping cart (as icons with hover-text):  • Add all products to favourites  • Add all favourite products to shopping cart  • View favourites  • Add all products to wish-list  • Add all wish-list products to shopping cart  • View wish-list  • Continue shopping  • Proceed to checkout  4. The product search is also presented.  • If a user submits a search, the user is automatically redirected to the shopfront with the search results presented.  5. Present at least the following for each product in the shopping cart products list:  • Product Number (link to product)  • Product Title (link to product)  • Thumbnail image (link to product)  • Quantity (with ability to edit value, or increase/decrease it)  • Unit product price (incl.)  • Total product price (incl.)  6. Present the following actions for each product in the shopping cart (as icons with hover-text):  • Add product to favourites  • Move product to favourites  • Add product to wish-list  • Move product to wish-list  • Remove product |
| BR1703 | Change products in shopping cart | 1. If the user changes the quantity of any product, the totals are automatically refreshed to show the new amounts. |
| BR1704 | Remove product from shopping cart | 1. When selecting to remove a product from the shopping cart:  2. The user is prompted to confirm the move of the product from the shopping cart, or to add it to their favourites / wish-list.  3. If the user chooses to move the product, the move to favourites/wish-list action is executed instead.  4. The total value for the shopping cart is refreshed. |
| BR1705 | Add shopping cart product to favorites | 1. When selecting the add to favourites option, the user is informed once the product has been added to their favourites. |
| BR1706 | Move shopping cart product to favourites | 1. When selecting the move to favourites option:  2. The user is prompted to confirm the move of the product from the shopping cart.  3. The user is informed once the product has been moved to their favourites.  4. The total value for the shopping cart is refreshed. |
| BR1707 | Add shopping cart product to wish-list | 1. When selecting the add to wish-list option, the user is informed once the product has been added to the wish-list. |
| BR1708 | Move shopping cart product to wish-list | 1. When selecting the move to wish-list option:  2. The user is prompted to confirm the move of the product from the shopping cart.  3. The user is informed once the product has been moved to their wish-list.  4. The total value for the shopping cart is refreshed. |
| BR1709 | Add all favourite products to shopping cart | 1. When selecting the add all from favourites option:  2. The user is prompted to confirm to add all favourite products to the shopping cart.  • The number of products in the favourites list is included.  3. Once the products have been added, the total value for the shopping cart is refreshed. |
| BR1710 | Add all wish-list products to shopping cart | 1. When selecting the add all from wish-list option:  2. The user is prompted to confirm to add all wish-list products to the shopping cart.  • The number of products in the wish-list list is included.  3. Once the products have been added, the total value for the shopping cart is refreshed. |
| BR1711 | View favourites | 1. The user is redirected to their favourites list.  2. Refer to the Maintain favourite product list requirements in the Customer Profile section. |
| BR1712 | View wish-list | 1. The user is redirected to the wish-list.  2. Refer to the Maintain products wish-list requirements in the Customer Profile section. |
| BR1713 | Proceed to checkout | 1. The user is prompted to confirm their order for checkout.  2. Once confirmed, the user is redirected to the shopping cart checkout step (see Confirm/Update Customer Delivery requirements in the Checkout and Pay section). |
| BR1714 | Abandon shopping cart | 1. A user abandons their shopping cart when they:  • Leave the online shop (close browser tab; prompted to return to unprocessed shopping cart)  • Logout from the online shop (prompted to return to unprocessed shopping cart)  2. A user shopping cart is abandoned when the user session expires. |

## **18 Checkout and Pay**

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| **ReqID** | **Requirement** | **Description** |
| BR1801 | Confirm/Update Customer Delivery | 1. The customer's configured delivery addresses are listed with the following details for each address:  • Address Name  • Address (combine street, suburb, town, postal code)  • Contact person  • last-used date (if available)  2. The cost of delivery is indicated as a line item.  3. Calculate a delivery cost, based on the following:  • Value below a Minimum order value, zero above  • Value calculated per Number of products, on a configurable scale  • Value calculated based on estimated total dimensions & weight (future)  4. The product search is not available during checkout.  5. A breadcrumb is shown, listing the stages of checkout, with the confirm delivery step highlighted.  6. The user is presented the following options:  • Return to shopping cart  • Select a delivery address (default automatically selected)  • Add a new delivery address  • Confirm the delivery address  7. The user may choose a different delivery address  8. When the user chooses to add a new delivery address, they are redirected to the delivery address section of their customer profile.  • Refer to the Maintain delivery address(es) requirements of the Customer Profile section.  9. When choosing the Return to shopping cart option, the user is redirected back to their shopping cart.  10. The user may optionally capture a delivery message, to be printed on the waybill.  • The purpose of the message is indicated with this plain-text message box.  11. On choosing to confirm the delivery address, the user is redirected to the confirm payment step of the checkout process. |
| BR1802 | Confirm payment method | 1. A breadcrumb is shown, listing the stages of checkout, with the confirm payment step highlighted.  • The user may click the confirm address to return to that step.  2. The customer is prompted to confirms their method of payment:  • Specify debit/credit card as payment type  • Specify Zapper/Snapscan as payment type - PC only [TBC]  3. The procedure for payment must be explained, including the use of bank security features (e.g. confirmation OTP).  4. The user is presented the following options:  • Return to delivery  • Pay for order  5. When choosing the return to delivery option, the user is returned to the confirm delivery step.  6. The user must accept the terms and conditions for online payment processing.  • The user may choose to view the payment processing terms and conditions (presented in a separate tab/pop-up message).  • This tick-box is cleared each time the step is visited, or validation fails.  7. When choosing the pay for order option, the user is redirected to the payment gateway, to process the payment for the order.  • Refer to the Pay for order using debit/credit card requirements. |
| BR1803 | Pay for order using debit/credit card | 1. Redirect to the card payment gateway  2. Support secure payments, where the customer is prompted by their bank to enter a one-time password, etc.  3. Support credit and debit cards for any South African bank.  4. For a successful payment, an order confirmation email is sent to the user.  • The email includes the full detail of the order.  5. If payment returns successful from payment gateway, redirect to payment confirmation page, with order number and link to order details.  6. If payment returns failed from payment gateway, redirect back to payment method confirmation. |
| BR1804 | View payment successful confirmation | 1. The following is presented on a payment confirmation page:  • A payment confirmation message  • Order reference (linked to view the order)  • Link to view the order  2. The following actions are presented to the user:  • View order  • Continue shopping  3. The view order option redirects the user to view the specific order.  4. The continue shopping option redirects the user back to their last search results. |
| BR1805 | View payment failed | 1. The user is returned to the confirm payment page.  2. The error returned from the payment gateway is presented, with a request to the user to check their payment details and try again. |

## **19 View Orders**

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| **ReqID** | **Requirement** | **Description** |
| BR1901 | View customer orders list | 1. A customer can choose to view their orders list:  • From their user menu (My Orders)  • From a given Order (Back to Orders)  2. Present at least the following for the orders list:  • Order Number (link to order detail)  • Order Date (date-time order was paid)  • Order Status (pending, packed, delivery, completed)  • Order Value (total value of order)  • Number of items in delivery  • Delivery address (name of chosen delivery address)  • For an order in the delivery status, the expected delivery date  • View icon (link to order detail)  • Enquire icon (link to submit an enquiry, linked to the given order) |
| BR1902 | View customer order | 1. A customer can choose to view a specific order:  • From their orders list  • From the new order confirmation page (after payment was processed)  • From a link in a status update email (requires user to login)  2. Present at least the following details for a customer order:  • Order Number  • Order Date (date-time order was paid)  • Order Status (pending, packed, delivery, completed)  • Last Update (date-time of the last status update for the order)  • Delivery address (name of chosen delivery address)  • For an order in the delivery status, the expected delivery date  • Products list  • Total Number of items in delivery  • Total VAT  • Total Value (total value incl. of order)  • Enquire icon (link to submit an enquiry, linked to the given order)  • Request return icon (link to submit a product return enquiry, linked to the given order)  • If a pending return is in progress, a link to the return request is presented, with the return status.  3. Present at least the following for each product in the customer order products list:  • Product Number  • Product Title (link to product)  • Thumbnail image  • Quantity ordered  • Unit product price (incl.) on order  • Total product price (incl.) on order  4. Also see the Enquire about order requirement below. |
| BR1903 | Receive order status updates | 1. A customer is notified of selected status changes to their order:  • Order received  • Order processed (once assigned to the supplier)  • Order packed  • Order dispatched  • Order delivered  • Order cancelled  2. The status message is sent to their registered email address, to contain at least the following:  • Order number  • Order date  • New Status  • Delivery address  • Expected delivery date (included for delivery status)  • List of products (same as specified in the View customer order requirements)  • Total value  3. In addition, the customer is notified via SMS about a despatch or delivered, could not deliver status. |
| BR1904 | Enquire about order | 1. When viewing an order, a customer can choose to enquire about that order.  • The customer is prompted to capture their message.  2. The enquiry is submitted as a customer message of type order enquiry, with the reference to the specific order. |

## **20 Return Products**

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| **ReqID** | **Requirement** | **Description** |
| BR2001 | Request product return | 1. The user may choose to request a product return as follows:  2. By choosing the request return option when viewing an order.  • The current order is set as the reference for the order.  3. By choosing the request return option when viewing their returns page.  • The user is prompted to complete a closed order (descending date order).  4. The customer is then prompted to select the product(s) from that order to return.  • Only products not previously returned may be selected, up to the quantity in the order.  5. The customer is prompted to select a reason for each selected product, to include at least the following reasons:  • Product damaged  • Wrong product delivered  • Product not meet expectations  • Product no longer needed  • Other  6. The customer is prompted to select an action for the request:  • Return and replace  • Return and refund  • Other  7. The customer is prompted to capture a message to explain the request further.  8. The customer is prompted to confirm the collection address, or choose a different (delivery) address.  9. The request is submitted as a return request, associated with the selected order. |
| BR2002 | View return request list | 1. A customer can choose to view their return requests list:  • From their user menu (My Orders)  • From a given Order (Back to Orders)  2. Present at least the following for the return requests list:  • Return Number (link to return detail)  • Return Date (date-time return request was submitted)  • Return Status (pending, approved, collecting, return, completed)  • Return Value (total value of return)  • Number of items in return  • Collection address (name of chosen delivery address)  • For a return in the collecting status, present the expected collection date  • View icon (link to return detail)  • Enquire icon (link to submit an enquiry, linked to the given return) |
| BR2003 | View return request | 1. Present at least the following for the selected return requests:  • Return Number (link to return detail)  • Original Order Number (link to order to which the return applies)  • Return Date (date-time return request was submitted)  • Return Status (pending, approved, collecting, return, completed)  • Return Value (total value of return)  • Number of items in return  • Collection address (name of chosen delivery address)  • For a return in the collecting status, present the expected collection date  • List of products to return  • View icon (link to return detail)  • Enquire icon (link to submit an enquiry, linked to the given return)  2. Present at least the following for each product in the list of products to return:  • Product Number  • Product Title (link to product)  • Thumbnail image  • Quantity to return  • Unit product price (incl.) on order  • Total product price (incl.) on order |
| BR2004 | Enquire about return request | 1. When viewing a return request, a customer can choose to enquire about that return request.  • The customer is prompted to capture their message.  2. The customer enquiry is submitted as a customer message of type return-enquiry, with the reference to the specific return. |

## **21 Customer Messages**

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| **ReqID** | **Requirement** | **Description** |
| BR2101 | Notify user that their submitted request has been received | 1. When an enquiry of any type is submitted online, the user is informed that their submission has been received.  • A visual message with their submission reference is presented.  • A copy of the submission is sent to their registered/provided email address. |
| BR2102 | Present customer messages alert | 1. A customer is alerted about unread messages as follows:  • A message icon is presented near the customer menu, with a count of unread messages.  • After login, the user is prompted with an option to review their new message(s) - supersedes an in-progress shopping cart.  • On their profile, a banner-alert is presented with an option to review their new messages.  2. On clicking the alert, the user is presented their messages, as described in the View customer messages list requirement. |
| BR2103 | Customer views their messages list. | 1. A customer can choose to view their messages list:  • From their user menu (My Messages)  • From a message alert  2. Present at least the following for each messages in the list:  • Message reference (link to view message)  • Date-time of message  • Message subject (link to view message)  • Message type  • Order Number (if relevant; link to order detail)  • A view message icon (link to view message)  • A mark-as-read icon, to mark the message as read.  3. The list of messages are sorted in date descending order, with unread messages clearly highlighted. |
| BR2104 | Customer views message detail | 1. Present a message thread type list of messages associated with the original message, sorted in descending date (latest first) order.  2. Present at least the following for each message:  • Message reference (link to view message)  • Date-time of message  • Message type  • Message subject  • Message detail  • Order Number (if relevant; link to order detail)  • Returns Number (if relevant; link to return request detail)  • A reply icon on the last message, to submit a reply to that message.  3. The customer may choose to mark an enquiry topic as closed, or cancelled.  • The customer is prompted to provide an optional note when closing the topic.  4. When submitting a reply, the new message is automatically associated with the original message in that thread, with the relevant classification applied. |
| BR2105 | Back-office views customer messages needing attention | 1. Each type of customer request must be directed to the appropriate department for attention, but tracked centrally.  2. The applicable back-office area must be able to view a list of customer messages applicable to their area.  3. Present at least the following for each messages in the list:  • Customer Title  • Customer Name & Surname  • Customer Phone number  • Message Reference  • Date-time of message  • Message Type  • Message Status  • Message Subject  • Message Detail  • Order Number (if relevant, a link to view the order detail)  • Return Number (if relevant, a link to view the return detail) |
| BR2106 | Back-office responds to customer message | 1. Present a message thread type list of messages associated with the original message, sorted in descending date (latest first) order.  2. Present at least the following information for each customer message:  • Customer Title  • Customer Name & Surname  • Customer Phone number  • Message Reference  • Date-time of message  • Message Type  • Message Status  • Message Subject  • Message Detail  • Order Number (if relevant to their role, a link to view the order detail)  • Return Number (if relevant to their role, a link to view the return detail)  3. The applicable back-office area must be able to reply to the last customer message.  • The reply may only contain normal text.  4. The reply message must be presented to the customer via the following channels:  • Email with message, as well as link to their original enquiry (require login to view).  • Posted on the online shop as an unread message.  • SMS to the customer, notifying them to read the reply online or in their email. |

## **22 Online Payments Management**

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| **ReqID** | **Requirement** | **Description** |
| BR2201 | Process customer card payment | 1. The customer online payment transaction must be logged, without compromising payment confidentiality.  2. Also see the Checkout and Pay section. |
| BR2202 | Reverse approved customer online payment | 1. Approval to reverse an online payment may be granted for the following events:  • The online payment returned as failed, but payment was taken from the bank (need Finance approval)  • A customer's request to cancel their unprocessed order was approved (Order Manager approval).  • An order that cannot be fulfilled by a supplier was cancelled (Order Manager approval).  2. The reversal of an online payment will be processed directly with the payment gateway or bank (as appropriate). |
| BR2203 | Reconcile online payments to transactions from the payment gateway. | 1. The transaction log from the payment gateway will serve as remittance advice, to be loaded into the financial system.  2. The financial department of the business must reconcile the online payments as recorded on the online shop, to the transaction log provided by the payment gateway.  3. The reconciliation must be done on a daily basis, in order to identify and address any discrepancies within 1/2 working days.  4. the financial department must action any discrepancies wit the customer and payment gateway. |
| BR2204 | Reconcile online transactions from the payment gateway to the bank deposits. | 1. The financial department of the business must reconcile the transaction log provided by the payment gateway to the bank statement, to be performed in the financial system.  2. The reconciliation must be done on a daily basis, in order to identify and address any discrepancies within 1/2 working days.  3. the financial department must action any discrepancies wit the customer and payment gateway. |

## **23 Customer Orders Management**

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| **ReqID** | **Requirement** | **Description** |
| BR2301 | Allocate each customer order to the relevant supplier(s) | 1. Each product in a customer order must be allocated to an order for the supplier that fulfills that product.  • The supplier order must be associated with the customer order.  2. The supplier orders must be managed from creation to completion.  3. Include at least the following details for a supplier order:  • Customer Order Number  • Supplier Order Number  • Order Date (date-time the supplier order was originally created)  • Order Status (new,update,cancel)  • Last Update (date-time of the last status update for the order)  • Delivery address (name of chosen delivery address)  • Products list  • Order Total Sales Value (incl.)  • Order Total VAT  4. Include at least the following for each product / product pack in the supplier order products list:  • Title  • Barcode  • Quantity ordered  • Product Unit Sales Price (excl.)  • Product Total Sales Price (incl.)  5. Automatically submit the supplier order to the supplier for fulfilment.  • The order must be submitted electronically to the relevant supplier system.  6. The receipt acknowledgement of the supplier must include at least the following information:  • Supplier Order Number  • Supplier's Internal Order Number  • Any errors or issues related to a product listed in the order.  • The name and address of the distribution centre/depot where the supplier order is to be fulfilled.  7. If any issues are included for products, the supplier order must be assigned for immediate intervention by fulfilment management to address.  • See the Refund customer order requirements for the corrective action applied if a product cannot be supplied. |
| BR2302 | Process each received supplier status update on an allocated supplier order | 1. Once the order has been processed, the supplier must automatically acknowledge the order, to include the following:  • For each product listed, confirmation of the quantity to be fulfilled.  2. Any status update for a supplier order from a supplier must include at least the following:  • Business reference number  • Supplier reference number  • Order status  • Order status message  3. Also see the B2C Co suppliers provide up-to-date product and service details requirements in the Product and Service Suppliers section |
| BR2303 | Allocate each packed order to the courier | 1. On receiving confirmation from a supplier that an order is packed, the courier will be informed to collect it from the supplier.  2. The waybill number received back from the courier is then submitted with the customer's delivery details to the supplier, in order for them to print and apply the waybill to the packed order. |
| BR2304 | Process each courier status update on a supplier order | 1. Once the order has been processed for collection, the courier must automatically acknowledge the collection, to include the following:  • Supplier Order Number  • Waybill reference number  2. Any status update for a supplier order from a courier must include at least the following:  • Supplier Order Number  • Waybill reference number  • Delivery status  • Delivery status message (as applicable)  3. A status message must automatically be sent to the customer for at least the following status events:  • Order despatched  • Order delivered  4. Also see the B2C Co suppliers provide up-to-date product and service details requirements in the Product and Service Suppliers section |
| BR2305 | Follow-up on the incomplete fulfilment of a customer order | 1. The fulfilment department will manually follow up with:  • The supplier, on a fulfilment issue  • The courier, on a delivery that is outstanding  • The customer, on a delivery the courier could not complete |
| BR2306 | Cancel a supplier order | 1. Order management must review each order cancellation request received from a customer, to determine the status of the related supplier orders.  2. Order management may cancel a supplier order on request from a customer, as long as it has not been packed/dispatched.  3. Order management may cancel a supplier order on request from a supplier that cannot fulfill that order (no stock, product recall, etc.).  4. Any approved cancellation is applied to the relevant supplier order(s) by orders management.  • The updated (now cancelled) supplier order must automatically be submitted to the supplier.  • The supplier must acknowledge the cancellation.  5. Orders management submits a message to the customer to inform them of the decision and any special conditions related to the cancellation of their order (e.g. part of the order already collected/despatched for delivery and cannot be cancelled).  6. The customer must be refunded partially/in full for any cancelled (but already paid for) customer order,as detailed in the Refunc customer order requirement. |
| BR2307 | Refund customer order | 1. Where a product was returned, the customer is refunded for that product.  2. Where a purchased product cannot be supplied by a product supplier, the customer is refunded for that product.  3. Where a delivery could not be made, the entire order is refunded, less a delivery fee.  4. The status of the applicable products on the customer order is set to cancelled.  5. Irrespective of whether the action was initiated as requested by the customer or not, a message is sent to the customer by the relevant department, to inform them of the action. |

## **24 Customer Returns Management**

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| **ReqID** | **Requirement** | **Description** |
| BR2401 | Review customer return request | 1. Order management must review each return request received from a customer, to determine the status of the order and the related products.  2. On approval, update the status of the return request.  3. For a denial, update the status to denied and submit an explanatory message to the customer.  • If needed, contact the customer to clarify the request, or to ask them to log the return on the correct customer order.  4. The approved return request is then allocated to the relevant suppliers and courier, as detailed in the following requirements:  • Submit a supplier return for an approved return request to the relevant supplier  • Submit each supplier return request to the courier for collection |
| BR2402 | Submit a supplier return for an approved return request to the relevant supplier | 1. The approved return is submitted to the supplier, to include at least the following:  • Customer return reference number  • List of products to be returned (barcode, name, quantity)  2. Once the return request has been registered, the supplier must automatically acknowledge the return, to include at least the following:  • For each product listed, confirmation of the quantity to be accepted.  • Supplier return reference number |
| BR2403 | Process each supplier status update on return request | 1. Any received status update for a return request from a supplier must include at least the following:  • Customer return reference number  • Supplier return reference number  • Return status  • Return status message  2. A status message must automatically be sent to the customer for at least the following status events:  • Return received  3. Also see the B2C Co suppliers provide up-to-date product and service details requirements in the Product and Service Suppliers section |
| BR2404 | Submit each supplier return request to the courier for collection | 1. On receiving confirmation from a supplier that the return request has been registered, the courier will be informed to collect it from the supplier.  2. The courier must acknowledge the collection, with their courier collection reference number. |
| BR2405 | Process each courier status update on a return request | 1. Any status update for a return request from a courier must include at least the following:  • Customer return reference number  • Courier return reference number  • Return status  • Return status message (as applicable)  2. A status message must automatically be sent to the customer for at least the following status events:  • Collection pending  • Collection complete  3. Also see the B2C Co suppliers provide up-to-date product and service details requirements in the Product and Service Suppliers section |
| BR2406 | Follow-up on the incomplete fulfilment of a customer return request | 1. The fulfilment department will manually follow up with:  • The courier, on a return collection that is outstanding  • The customer, on a collected the courier could not complete  • The courier and supplier, on a product return processing issue |

## **25 Customer Contact Management**

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| **ReqID** | **Requirement** | **Description** |
| BR2501 | Provide a central customer contact management capability | 1. Provide the ability for the business to centrally manage online contact with registered customers and anonymous visitors who submit enquiries to the business.  2. The customer online contact management capability must be available to the following:  • Call centre  • Orders Management  • Fulfilment Management  • Payments Management |
| BR2502 | Provide a central contact centre capability | 1. The purpose of the contact centre is primarily to support customers who contact the business.  2. The business requires a contact centre via which to serve customers who contact the business via the following channels:  • National business toll-free phone number  • Central business email address (reply to outbound emails)  • Submissions via the online shop that are supported by the call centre  • Whatsapp (when implemented)  3. A skills-based approach must be implemented in the contact centre, in order to maximise the use of agents (not dedicated per topic).  4. The capability to present an agent with the relevant detail of a customer via the telephone channel is not required.  5. The call centre telephony infrastructure must provide at least the following capabilities for each channel:  • Queues for different channels and topics  • Welcome message  • After-hours message  • Temporarily out-of-service message  • Call waiting message  • High-volume message  • Auto-assignment to the next available agent (balance call vs email and messaging)  • Customer contact metrics and statistics  • Agent contact metrics and statistics  • Agent skills management  • Supervisor and agent hand-over  • Contact Recording  • Dashboard with real-time statistics updates  • The caller must be presented the option to select a topic, prior to being assigned to a relevant queue |

## **26 End-to-end Statistics**

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| **ReqID** | **Requirement** | **Description** |
| BR2601 | Record advertisement related activity | 1. Collect online (other than online shop) advertising responses, per version, presentation format and channel.  2. Collect advertisements promoted in the online shop, per presentation format and version.  3. Collect advertisements listed in the online shop product search results.  4. At least the following events are logged per channel for statistical and customer profiling purposes:  • Method used to find the content (promoted, search, etc.).  • Advert click-through to online shop  • Display teaser (banner, teaser, online shop search results/internet search, etc.)  • Display full content  • Add/remove advertised product from the user favourites, or wish lists  • Add/remove advertised product from the shopping cart  • Purchase advertised product (online payment processed)  5. Reconcile all collected data for each advertisement.  6. Maintain advertisement statistics per campaign, advertisement and channel.  7. Maintain advertisement statistics per product category, meta-tag and search term. |
| BR2602 | Record product related activity | 1. Collect online product click-through responses, per channel.  2. Collect products listed in the online shop product search results.  3. Collect online shop product search responses.  4. At least the following events are logged per channel for statistical and customer profiling purposes:  • Method used to find the content (promoted, search, etc.).  • Advert click-through to online shop  • Display teaser (banner, teaser, online shop search results/internet search, etc.)  • Display full content  • Add/remove advertised product from the user favourites, or wish lists  • Add/remove advertised product from the shopping cart  • Purchase advertised product (online payment processed)  5. Reconcile all collected data for each product and promotion.  6. Maintain product statistics per campaign, advertisement and channel.  7. Maintain product statistics per product category, meta-tag and search term. |
| BR2603 | Record special content related activity | 1. Collect online (other than online shop) special content presentations, per format and channel.  2. Collect advertisements promoted in the online shop, per presentation format.  3. Collect articles listed in the online shop product search results.  4. At least the following events are logged per channel for statistical and customer profiling purposes:  • Method used to find the content (promoted, search, etc.).  • Advert click-through to online shop  • Display teaser (banner, teaser, online shop search results/internet search, etc.)  • Display full content  • Follow link in article to products search  • Add/remove article linked product from the user favourites, or wish lists  • Add/remove article linked product from the shopping cart  • Purchase article linked product (online payment processed)  • Add/remove article from the user library  5. Reconcile all collected data for each article.  6. Maintain article statistics per channel.  7. Maintain product statistics per article category, meta-tag and search term. |
| BR2604 | Identify online shop visitors | 1. Apply acceptable cookie and other methods to uniquely identify and track the activity and preferences of unique anonymous users over time, across sessions.  2. Use logged in user details to track the activity and preferences of each user (customer and business) over time, across sessions.  3. Where a user is a logged in customer, attribute the activity to that customer. |
| BR2605 | Compile and track website activity per user | 1. Track clicks per link, button and page for both anonymous and logged-in users.  2. Track time spent on pages  3. Compile hourly/daily statistics per link, button, menu item, promoted item and page.  4. Record and automatically alert online shop administrators of broken links and other online shop errors. |
| BR2606 | Track meta-tag activity | 1. Using advertising, product and article statistics, identify the following:  • Frequency of meta-tag and synonym use over time  • Frequency of meta-tag and synonym use per campaign and special event  • Frequency of meta-tag hierarchy and dimension use over time  • Frequency of meta-tag hierarchy and dimension use per campaign and special event  • Match of meta-tags to search terms |
| BR2607 | Compile and track search term activity | 1. Using advertising, product and article statistics, identify the following:  • Frequency of search-term and word use over time  • Frequency of search-term and word use per campaign and special event  • Search terms/words with no matching meta-tags  • Search terms that returned no results  • Search terms that did/not result in a product view  • Search terms that did/not result in a product purchase |
| BR2608 | Track customer preferences | 1. Track meta-tags and search terms used by each customer, in order to identify and prioritise the meta-tags currently relevant to each customer.  2. Track products visited, bookmarked, purchased and returned by each customer, in order to identify and prioritise the meta-tags and products currently relevant to each customer.  3. Track articles visited and bookmarked by each customer, in order to identify and prioritise the meta-tags currently relevant (most used) to each customer.  4. Also see the Online Shop Recommended Content section |
| BR2609 | Record customer order events | 1. Record the significant customer order lifecycle events across time, to include:  • Basket size and value  • Product quantity, unit price and total price  2. Record the significant customer order lifecycle events per advertisement, campaign and special event (include same metrics as above).  3. Record the significant customer order lifecycle events per supplier (include same metrics as above). |
| BR2610 | Record customer return request events | 1. Record the significant customer return request lifecycle events across time, to include:  • Order basket size and value  • Return basket size and value  • Purchased product quantity, unit price and total price  • Returned product quantity, unit price and total price  2. Record the significant customer return request lifecycle events per advertisement, campaign and special event (include same metrics as above).  3. Record the significant customer return request lifecycle events per supplier (include same metrics as above). |
| BR2611 | Record supplier order fulfilment events | 1. Record the significant supplier order lifecycle events across time, to include:  • Basket size and value  • Ordered product quantity, unit price and total price  • Confirmed product quantity, unit price and total price  • Fulfilled product quantity, unit price and total price  2. Record the significant supplier order lifecycle events per advertisement, campaign and special event (include same metrics as above).  3. Record the significant customer order and return lifecycle events per supplier (include same metrics as above), as detailed in the following requirements:  • Record customer order events  • Record customer return request events |

## **27 Supplier Orders Fulfilment**

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| **ReqID** | **Requirement** | **Description** |
| BR2701 | Integrate online shop with each supplier | 1. As Shoprite adheres to the GS1 standard for EDI, it is recommended that the GS1 EDI standard be adopted for interfacing documents with suppliers.  2. For Transpharm, any suitable existing interfaces for submitting orders may be used.  3. Integrate the online shop with the supplier ordering system, in order to:  • Place a supplier order  • Receive the confirmation for a new/updated supplier order (with their internal order reference)  • Update or cancel a supplier order  • Receive the confirmation for an updated/cancelled supplier order  • Receive a fulfilment status updates for a supplier order  • Submit the courier waybill details to the supplier for a picked supplier order  4. Integrate the online shop with the supplier stock management solution, in order to:  • Receive status updates on the availability of product / packs  5. Also see the relevant requirements in the Customer Orders Management section. |
| BR2702 | A supplier manages the fulfilment of a supplier order across their distribution centres and depots | 1. The supplier centrally receives and manages all supplier orders to be fulfilled.  2. A supplier internal order must automatically be created for each received new supplier order.  • Use the received product barcode to identify a product pack to allocate to the supplier's internal order  • Record the supplier order number as external reference on the internal order  • Automatically assess stock availability and confirm the stock availability, along with the internal order number  3. The supplier centrally allocates each received supplier order to the appropriate warehouse to fulfil, to be based on:  • Stock availability in each warehouse  • Warehouse closest to the delivery address (reduced courier cost/time)  4. As the location where an supplier order is being fulfilled is managed transparently by the supplier, they may transfer the order to a new fulfilment location.  • A status update for the supplier order must be sent to the business, to notify them of the new location where the order is being fulfilled.  5. The existing supplier internal order must automatically be updated for each received supplier order update (update, cancel).  • Use the received product barcode to identify a product pack to allocate to the supplier's internal order  • Update the product quantities to match the updated supplier order  • Automatically assess stock availability and confirm the stock availability  • Changes to a supplier order that is already packed may be refused.  6. The supplier centrally manages and notifies their allocated warehouse with any changes to an allocated supplier order update, cancel).  7. The fulfilment status of each supplier order must be centrally managed, in order to automatically report the progress of the supplier order back to the business.  8. Also see the relevant requirements in the Customer Orders Management section. |
| BR2703 | Fulfil supplier orders on behalf of the business | 1. The supplier fulfilment department must implement procedures and related checks to ensure supplier documentation is not packed with the supplied products.  2. The supplier fulfilment department must use the business supplied functionality to retrieve and print the customer statement and waybill label for the packed order, as detailed in the View and print the customer documentation for a supplier from the online shop requirement.  3. Pack the supplier statement in the package with the products (not the supplier's invoice).  4. Apply the printed waybill label to the sealed order package (not the supplier's own waybill label).  5. Also see the relevant requirements in the Customer Orders Management section. |
| BR2704 | View and print the customer documentation for a supplier from the online shop | 1. Provide the following via the online shop, to be used by the fulfilment department of the supplier, to generate the documentation to be included in the fulfilled order:  2. Present a page, prompting the user to scan their order barcode.  3. On submitting the supplier barcode/reference, retrieve and display the matching supplier order, indicating only lines confirmed as packed.  4. Provide the ability to present and then print a customer statement matching the products confirmed as packed for the supplier order, to contain at least the following:  • The words: "Customer Statement" and "Packed on behalf of"  • Business branding, name, address and contact details  • Customer full name and delivery address  • Customer Order Reference  • Supplier Order Reference (number and barcode)  • Supplier's internal order number (number and barcode)  • Date-time statement is printed  • List of packed products confirmed as packed for the given supplier order  • Total VAT for supplied products  • Total Sales Value for supplied products  5. Print the following details for each applicable product or pack in the list of packed products on the customer statement (include only products confirmed packed for that supplier order):  • Supplier's Product Number  • Product description from the supplier order  • Quantity picked  6. Provide the ability to present and print a waybill label for the supplier order, to contain at least the following details:  • Provided waybill number (number and barcode)  • Delivery contact details and address  • Business name  • Origin address of the package  7. Also see the following:  • Back-office User Registration section  • Online Shop - Present an online shop for logged-in back-office users requirement  • Online Shop - Back-office User Profile requirement |

## 28 B2C Co Business Establishment

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| **ReqID** | **Requirement** | **Description** |
| BR2801 | Register the B2C as legal entity | 1. Define and agree the name under which B2C Co will trade, with input from Shoprite (Directors, Marketing and Legal).  2. Identify, agree and appoint the directors of B2C Co under direction from Shoprite (Directors and Legal).  3. Register B2C Co as a business entity in South Africa with the Companies and Intellectual Property Commission (CIPC).  4. Register the B2C Co as business with SARS for Tax and VAT purposes. |
| BR2802 | Register the B2C legal entity with a trading bank account | 1. Register an online trading retail business account for B2C Co. |
| BR2803 | Configure B2C Co as company in the Shoprite financial systems | 1. Configure B2C co as new business in the Shoprite Finance (SAP Finance) system, with the company and tax registration details.  2. Configure the B2C trading chart of account in the Shoprite financial systems.  3. Assign access to manage the B2C Co chart of accounts to the Shoprite Pharmacy divisional financial manager and their financial administrators - initially from the Transpharm finance office.  4. Configure the B2C Co banking in the Shoprite financial system.  5. Configure the B2C Co for tax in the Shoprite financial system. |
| BR2804 | Configure B2C Co as company for trading in the Shoprite retail system | 1. Configure B2C Co in the Shoprite retail system for trading against the configured chart of accounts in the Shoprite financial system.  2. Configure the B2C Co online site for trading in the Shoprite retail and any related systems.  3. The B2C Co will not keep trading stock, as all orders will be fulfilled directly by its suppliers.  4. Provide the designated buyer access to the B2C Co range and pricing in the Shoprite retail system.  5. Also see the following sections:  • Product Classification Structures  • Product and Service Suppliers  • Product and Service Catalogue  • Product Pricing |
| BR2805 | Configure B2C Co as company for trading in the Shoprite customer-facing systems | 1. Configure B2C Co in the Shoprite customer-facing systems for trading against the configured chart of accounts in the Shoprite financial system and Shoprite retail system.  2. Configure the B2C Co online site for trading against the Shoprite retail system and Shoprite financial system.  3. Provide the designated B2C staff training and access to the B2C Co configurations in the customer-facing systems as required to perform their duties in those systems.  4. Also see the following sections:  • Product Classification Structures  • Product and Service Catalogue  • Product Pricing  • B2C Co Marketing  • Advertising  • Special Content (Articles)  • Content Enrichment |
| BR2806 | Interface B2C sales payment transaction audit information from the B2C shop to the Shoprite financial system | 1. Sales transactions from the online store must automatically be interfaced to the Shoprite financial system. |
| BR2807 | Configure B2C Co in the Shoprite HR systems | 1. Approve and configure the basic B2C Co organisation structure in the Shoprite HR system, associated to the B2C Co chart of accounts in the Shoprite financial system for payroll and related purposes.  2. Configure the B2C Co online site as location for staff in the Shoprite HR system. |

## 29 IT Support for B2C Co

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| **ReqID** | **Requirement** | **Description** |
| BR2901 | Configure B2C Co in the Shoprite IT systems | 1. Configure B2C Co business and trading site in the Shoprite site management systems.  2. Configure the B2C Co business and trading site in the Shoprite IT operational systems.  3. Register a domain for the B2C Co online store.  4. Register the B2C Co domain for email use with the Shoprite systems and allocate email addresses to the key staff. |

## 30 Customer Retention Enhancements (next phase)

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| **ReqID** | **Requirement** | **Description** |
| BR3001 | Maintain a Discount Vouchers System | 1. Maintain a record of all discount vouchers.  2. Track the use of each voucher by a signed-ibn customer.  3. A voucher may only be used once by a customer. |
| BR3002 | Maintain sales promotion discount vouchers | 1. A sales promotion discount voucher may be used for the following purposes:  • Thank you to new customer, to get them to return.  • A customer who made a big purchase.  • A customer who has not made any purchases for a while.  2. Any customer may use this type of voucher.  3. A customer is identified to be notified of this type of voucher, based on the following criteria:  • Frequency of purchase in the recent number (selectable) of months.  • Total value (in a range) of purchases in the recent number of months.  • Age of last (selectable) purchase.  4. The voucher value may be manually assigned as follows:  • % of the total basket value of next purchase  5. The voucher has a start and expiry date.  6. These vouchers are communicated directly to only the identified customer via email/SMS.  7. These vouchers are advertised in social media. |
| BR3003 | Maintain customer-specific discount vouchers | 1. A customer discount voucher may be used for the following purposes:  • Thank you to new customer, to get them to return.  • A customer who made a big purchase.  • A customer who has not made any purchases for a while.  2. A customer is identified to receive a voucher, based on the following criteria:  • Frequency of purchase in the recent number (selectable) of months.  • Total value (in a range) of purchases in the recent number of months.  • Age of last (selectable) purchase.  3. A customer discount voucher value may be assigned as follows:  • % of the total basket value of next purchase  4. A personal voucher is active immediately and has an expiry date.  5. A personal discount voucher is communicated to the customer via email/SMS. |
| BR3004 | Maintain product-specific discount vouchers | 1. A product discount voucher may be used for the following purposes:  • Promote a specific product (supplier promotion)  2. A customer is identified to be notified of this type of voucher, based on the following criteria:  • Frequency of purchase in the recent number (selectable) of months.  • Total value (in a range) of purchases in the recent number of months.  • Age of last (selectable) purchase.  3. The voucher value may be assigned as follows:  • % of the value of the next purchase of a specific product  4. The voucher may limit the quantity of a given product qualifying for the discount (future).  5. The voucher has a start and expiry date.  6. These vouchers are communicated directly to only the identified customer via email/SMS.  7. These vouchers are advertised in social media. |
| BR3005 | Use Discount Vouchers at checkout | 1. A signed-in customer may apply a single discount voucher at checkout.  2. A discount is automatically added as line item on the cart, with the total recalculated. |

## 31 B2C Co Parcel Packing and Dispatch (for Transpharm products)

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| **ReqID** | **Requirement** | **Description** |
| BR3101 | Transpharm prepares orders for B2C Co | 1. Transpharm will fulfil all B2C orders at their Pretoria warehouse.  2. Transpharm will pick and pack all B2C Co orders in open boxes, consolidated per B2C order.  3. Transpharm will pack the packed open parcels in totes, for easy processing by the B2C Co parcel packing service. |
| BR3102 | B2C Co packs customer parcels for prepared Transpharm orders | 1. The B2C Co parcel packing service will operate from a different physical premise to Transpharm, but located close by/next to the Transpharm dispatch,  2. The B2C Co parcel packing service will check the content of each order box.  • Check physical products against printed Customer Order.  • Register the order as received, by scanning a Transpharm waybill label barcode.  • Pack the parcel protective material (paper, or bubble-wrap).  • Remove Transpharm documentation from the box.  • Insert Printer Customer Invoice/statement in the box.  • Print and apply shipping label.  • Seal parcel  3. The B2C Co parcel packing service will prepare the courier shipment.  • Record parcel as ready for dispatch, by scanning the waybill label barcode.  • Automatically register each ready-for-dispatch parcel as part of a shipment, interfaced to the national courier for collection.  • Print a shipment manifest, for use at time of dispatch.  4. The processed Transpharm totes will be stored at the B2C Co parcel packing facility.  5. Transpharm will collect the stored empty totes. |
| BR3103 | B2C Co dispatches own packed customer parcels | 1. The B2C Co parcel packing service will register the shipment as dispatched (to the courier.  • Stage the parcels for dispatch in a dispatch cage/holding area.  • Confirm all parcels present for dispatch against the shipping manifest.  • Register the shipment as dispatched, by scanning the shipping document barcode. |

# Information Requirements

## 1 Operational Reporting

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| **ReqID** | **Requirement** | **Description** | **New / Exist** |
| IR0101 | Provide an operational dashboard | 1. Provide an operational dashboard for use by the following roles:  • Promotions Manager  • Orders Manager  • Contact Centre  • Customer Payments  2. Each area's dashboard must:  • Highlight the exceptions relevant to that business area  • Provide hourly/daily performance statistics | New |
| IR0102 | Provide operational performance and exception reports | 1. Provide operational performance and exception reporting for use by the following roles:  • Promotions Manager  • Product Manager  • Orders Manager  • Fulfilment Manager  • Contact Centre agents and supervisor  • Customer Payments Manager  • Finance | New |
| IR0103 | Report to suppliers on their product performance | 1. Report to suppliers on their product performance, to cover the following:  • Supplier product availability  • Supplier product sales over time by category  • Supplier product sales per meta-tag dimension  • Supplier product sales per supplier advertisement and campaign  2. Report to suppliers on key product metrics related to their contracted service levels, as detailed in the Product and Service Suppliers section | New |
| IR0104 | Report to suppliers on their fulfilment performance | 1. Report to suppliers on their fulfilment performance, to cover the following:  • Supplier orders over time by product category  • Supplier orders over time per supplier advertisement and campaign  • Supplier order availability, order confirmation and fulfilment over time (including durations per satus)  2. Report to suppliers on key fulfilment metrics related to their contracted service levels, as detailed in the Product and Service Suppliers section | New |
| IR0105 | Report on advertisement activity | 1. Report on advertisement activity across at least the following dimensions:  • Channel  • Advertisement format  • Campaign or special event  • Supplier  • Product category  • Product meta-tag dimension  • Life stage of customer's children  • Confirmed sales value and margin (ranges)  • Time (hour, day, week, month, year, season)  • Customer geographic area/location  2. Include at least the following metrics for each advertisement:  • Views  • Clicks  • Product ordered (quantity, sales price)  • Product added to favourites or wish-list (quantity, sales price)  • Product purchased (quantity, sales price) | New |
| IR0106 | Report on article activity | 1. Report on article activity across at least the following dimensions:  • Channel  • Article format  • Current campaign or special event  • Article meta-tags and dimensions  • Life stage of customer's children  • Confirmed sales value and margin (ranges)  • Time (hour, day, week, month, year, season)  • Customer geographic area/location  2. Include at least the following metrics for each article:  • Views  • Clicks  • Article added to library  • Article linked product ordered (quantity, sales price)  • Article linked product added to favourites or wish-list (quantity, sales price)  • Article linked product purchased (quantity, sales price) | New |

## 2 Analytical Reporting

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| --- | --- | --- | --- |
| **ReqID** | **Requirement** | **Description** | **New / Exist** |
| IR0201 | Provide business performance reports | 1. Provide performance (summary) reporting for use by the following areas in the business:  • Senior Management (overall)  • Marketing  • Promotion Management  • Product Management  • Orders Management  • Operations Management (end-to-end)  • Contact Centre  • Finance - Banking and Payments  • Finance - Suppliers | New |
| IR0202 | Report on marketing campaign income and expenses | 1. Utilise online shop and financial data to report on the effectiveness of campaigns and advertisements at least across the following dimensions:  • Channel  • Supplier  • Campaign or Special event | New |
| IR0203 | Report on the use of presented content | 1. Report on the best and worst performing (sales) products and product categories across the following:  • Advertisements  • Products  • Promotions  • Articles  • Campaign or special event  • Supplier  2. Report on the best and worst performing (sales) meta-tags and search terms across the following:  • Advertisements  • Products  • Promotions  • Articles  • Supplier  • Campaign or special event  3. Report on the best and worst performing (sales) promoted products across the following:  • Category and meta-tag priority  • Product priority  • Also-bought  • Similar products  • Supplier  • Campaign or special event | New |

# Non-Functional Requirements

## 1. Compliance and Standards

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| **ReqID** | **Requirement** | **Description** |
| NF0101 | Pharmaceutical regulations | 1. The business may not sell pharmaceutical products to the public, as it is not a registered pharmacy. |
| NF0102 | Information Privacy regulations | 1. Customer information must be protected, as required by the POPIa regulations, to protect customer data in transit and at rest.  2. Customer information may only be shared in the Shoprite group as required by the POPIa act, to be allowed based on explicit customer consent.  3. Customer information may only be shared with Shoprite service providers and partners as required by the POPIa act, to be allowed based on explicit customer consent. |

## 2. Operational Requirements

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| **ReqID** | **Requirement** | **Description** |
| NF0201 | Geographic Use | 1. The online store will (initially) be available to only customers in South Africa. |

## 3. Performance Requirements

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| **ReqID** | **Requirement** | **Description** |
| NF0301 | Response time | 1. Under normal usage conditions, pages must load within 7 seconds.  2. Under heavy load conditions, pages must load within 15 seconds.  3. Under normal usage conditions, when redirecting between the online shop and the payment gateway, pages must load within 5 seconds.  4. Under heavy load conditions, when redirecting between the online shop and the payment gateway, pages must load within 10 seconds (might be timeout sensitive). |
| NF0302 | Throughput | 1. Throughput (e.g. transactions per second)  2. The payment gateway must cater for at least 10 transactions per second. |
| NF0303 | Capacity | 1. Under normal usage conditions, the online shop must cater for at least the following number of concurrent users:  • 50 anonymous  • 10 customers  • 10 back-office users  2. Under normal usage conditions, online shop must cater for at least the following number of transactions (per second):  • 10 searches  • 20 shopping cart additions/removals  • 10 payment transactions  3. Under load conditions, it must be possible to scale the capacity dynamically by adding processing and storage resources (e.g. Black Friday). |
| NF0304 | Degradation | 1. Under load, the online shop must reduce the number of products returned in a search.  2. The online shop must queue paid for customer orders for processing. |
| NF0305 | Backup | 1. Transactions must be backed up within 5 minutes.  2. New and changed customer profiles must be backed up within 1 hour.  3. Product and promotion changes must be backed up at least daily.  4. Advertisement changes must be backed up at least daily. |

## 4. Reliability, Availability and Integrity

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| **ReqID** | **Requirement** | **Description** |
| NF0401 | Reliability | 1. The online shop must always record a full transaction, never a partial transaction.  2. Confirmation that a change has been applied must always only be reflected/reported one the change has been applied in full. |
| NF0402 | Availability | 1. The online shop must be available to process to be used from at least 4am until 2am, but preferably 24x7x365..  2. The online shop may be down for scheduled maintenance during non-peak times of the night, for no longer than 4 hours at a time.  3. Also refer to the Response times requirement in the Performance section.  4. Availability Requirements: Specify % of time available ( xx.xx%), hours of use, maintenance access, degraded mode operations etc.  5. Mean Time Between Failures (MTBF) – this is usually specified in hours, but it could also be specified in terms of days, months, or years.  6. Mean Time To Repair (MTTR) – how long is the system allowed to be out of operation after it has failed? |
| NF0403 | Storage | 1. New storage will be required for the following:  • Online shop infrastructure  • Users and customers  • Products and their enrichment  • Advertisements  • Articles  • Shopping carts  • Online transactions  • Customer Orders  • Customer Returns, Return requests  • Supplier Orders, Order Confirmations  • Customer messages  • Payment transactions  • Temporary storage for supplier ad courier integration  2. Additional storage will be required for the following:  • Transpharm call centre infrastructure, where the new call centre will be hosted (up-scale over time)  • Financial accounting  • Financial transactions  3. Articles may be retained indefinitely, or a number of years. |
| NF0404 | Usability and Channel requirements | 1. Initially, the online shop will only be available as a website.  2. Communication with customers may be added via WhatsApp.  3. The online shop must use language that is easy to understand for its intended audience and demographics. |
| NF0405 | Styling | 1. The online shop must be clearly branded to differentiate the business.  2. The online store must apply modern styling standards, methods and technologies to ensure it is:  • Easy and intuitive to use  • Quick to load  • Responsive to different display form factors (phone, tablet, pc) |

## 5. Security Requirements

|  |  |  |
| --- | --- | --- |
| **ReqID** | **Requirement** | **Description** |
| NF0501 | Access Control | 1. User access to the online shop must be controlled using username and password.  2. Consider using two-factor authentication for selected customer profile actions.  3. Encrypt customer data in transit and at rest, to ensure compliance to Shoprite and regulatory information protection standards.  4. Limit access to customer details by back-office role, as well as on the system and storage levels. |
| NF0502 | Hacking Protection | 1. Apply security measures to protect the online shop and customer data from impersonation, hacking/exploitation and denial of service attacks. |

# Data Requirements

## 1 Customer Data Security

|  |  |  |
| --- | --- | --- |
| **ReqID** | **Requirement** | **Description** |
| DR0101 | Securely store customer profile | 1. Customer profile data must be stored securely.  2. Customer transaction data must be stored securely.  3. Customer transaction data may only be shared with partners of the business if explicit consent from the customer is recorded. |
| DR0102 | Archive old customer profiles | 1. The customer profile of resigned, or abandoned users must be anonymised for use in statistical analysis only.  2. The full profile must be removed from operational use. |

## 2 Customer Data Sharing

|  |  |  |
| --- | --- | --- |
| **ReqID** | **Requirement** | **Description** |
| DR0201 | Adhere to customer consent to share | 1. The online store terms and conditions must explicitly state the legal entities that will have access to a customer's data.  2. Explicit mention must be made of the privacy of their children's details. |

# Dependencies, Issues, Risks, Assumptions, Constraints and Organisational Change Management

|  |  |
| --- | --- |
|  | Description |
| Constraints | 1. The ability to deliver the solution is subject to the availability of the resources of the Shoprite IT and related software service providers required to deliver the solution.  2. The business solution will only implement capabilities that are available in the chosen IT systems and technologies.  3. Communication with suppliers will be automated by using systems integration technologies that meet Shoprite standards.  4. Communication with couriers will be automated by using systems integration technologies that meet Shoprite standards. |
| Assumptions | 1. Each B2C Co product will be supplied by a specific supplier (not multiple sources). |
| Issues | 1. To limit/prevent possible market cannibalisation of the market, the envisaged brand and how it fits into the bigger Shoprite strategic roadmap will have to be agreed with Shoprite senior management.  2. In order to provide a minimum viable solution in as short a time as possible, the capabilities and functions required for the business solution will have to be prioritised (extending capabilities and functions in an agreed roadmap and maturing over time).  3. In order to be able to deliver the solution, budget allocation and delivery prioritisation will have to be agreed with Shoprite senior management. |
| Risks | 1. The initiative may be merged into a bigger Shoprite initiative focused on the same/similar market.  2. The initiative may be delayed due to it not being prioritised for the 20201 financial year. |
| Organisational Change | 1. This is a new business being established, to operate in South Africa.  2. Initially, the business will be supported by existing Transpharm staff in the following areas:  • Contact centre  • Buying  • Marketing  • Operations  • Finance  • HR  3. The following key positions will require dedicated staff:  • Buyer  • Marketing |

# Document Information

|  |  |
| --- | --- |
| **Reference Type** | **Reference Link** |
| **Document Location** | https://docs.google.com/document/d/1i0qJavx5j9Q2a30CezRPft51SkO043QsBv6ChXk-wSE |
| **Work Request Reference** | 5526 |

# Glossary

|  |  |
| --- | --- |
| **1 Business** | **Description** |
| Business / B2C Co | The new subsidiary legal business entity to be registered and operated under Transpharm (or a subsidiary of Transpharm), to serve the identified target market in South Africa. |
| Supplier | A supplier of products to/via B2C Co for sale to consumers. |
| Marketing | The business capability for B2C Co to market and advertise end-to end on the B2C Co website and multiple other channels. |
| Online shop | The B2C Co online shopping website via which a customer purchases products and in future possibly services. |
| Website | Alternate reference to the online shop. |
| **2 Marketing** | **Description** |
| baby | For the purposes of the business, this covers includes the unborn child, as well as the infant and toddler stages of a business. |
| baby development | The stages of development of a baby, from pregnancy through to being a toddler.  Reference: https://en.wikipedia.org/wiki/Toddler#Developmental\_milestones |
| newborn | A newborn is, in colloquial use, an infant who is only hours, days, or up to one month old. |
| infant | An infant is the more formal or specialised synonym for "baby", the very young offspring of a human.  Reference: https://en.wikipedia.org/wiki/Infant |
| toddler | A toddler is a child approximately 12 to 36 months old. The toddler years are a time of great cognitive, emotional and social development. The word is derived from "to toddle", which means to walk unsteadily, like a child of this age.  Reference: https://en.wikipedia.org/wiki/Toddler |
| **3 Customer** | **Description** |
| Customer | A person registered with the online shop, for the purpose to purchase the products and use the related services offered via the online shop. |
| Visitor | A customer or member of the public that uses the B2C Co online shop without being logged in (not identified). |
| Customer - Direct | A customer or potential customer that contacts the B2C Co contact centre. |
| Customer - Anonymous | This is an alternate reference to Visitor. |
| Customer - Website | A customer that uses the B2C Co online shop and who is logged in (identified). |
| Favourites-list | List of products wanted to be ordered on a regular basis. |
| Wish-list | List of products to be ordered once-off at a future date/out of stock. |
| **4 Advertisement** | **Description** |
| Advertisement | A promotion of a product or event |
| Online shop advertisement | An advertisement presented on the online shop. |
| Online advertisement | An advertisement published to an online marketing channel other than the online shop. |
| Promotion | Description |
| **5 Product** | **Description** |
| B2C Co advertised product | A product for which there is an advertisement defined. It may be published online, or on the website. |
| Web advertised product | A product for which there is an advertisement defined and which is presented on the website. |
| Promoted brand | A brand for which the supplier has a promotion agreement with B2C Co. The brand and related products are given a higher rank in the website search results. |
| Promoted product | A product for which the supplier has a promotion agreement with B2C Co. The product is given a higher rank in the website search results. |
| Frequently-bough product | A product often listed in a purchase (purchased shopping cart) that also contains the product currently being viewed/purchased on the website. |
| Similar product | A product with the same meta-tags as the product currently being viewed on the website. |
| UOM | Unit of Measure For a physical product, this represents a specific quantity (quantity/volume) that can be ordered or sold. |
| Each | The smallest individual product unit that can be sold (e.g. tin of baby formula). |
| BMC | Base Merchandise Category This is the most-detail level grouping of similar products. |
| Proposed Selling Price (excl) | The selling price for a product/service before VAT and rounding rules are applied. |
| Proposed Selling Price (incl) | The proposed selling price for a product/service with VAT applied, but not rounding rules. |
| Selling Price (incl) | The proposed selling price (incl) for a product/service with the price rounding rules applied. |
| Selling Price (excl) | The selling price (incl) of a product/service, with the applicable VAT deducted. |
| Promotional Price | A temporary price (VAT inclusive) at which a product/service is to be sold, while that promotion is valid. |
| Price Of The Day / Ruling Price | The effective selling price for a product/service at a given time and date, derived by overriding the selling price (incl) with the latest-starting promotional price. |
| **6 Special Content** | **Description** |
| Special Content | Content being presented on the website as value-add information for customers. It may be in the form of an article, or a checklist.  All special content has publishing and customer-relevance criteria assigned, used to ensure it is presented to relevant customers. |
| Article | An article contains formatted text and images that support the article topic. |
| Checklist | A checklist is an article that also contains a specific list of products, product types and/or tasks that are relevant to that article. |
| Checklist task item | A checklist item with a subject and supporting explanatory text. |
| Checklist article item | A checklist task item with a link to a specific product. |
| Checklist article type item | A checklist task item with a link to perform a pre-defined search. |
| **7 Technology** | **Description** |
| CTI | Computer technology integration  Computer telephony integration, also called computer–telephone integration or CTI, is a common name for any technology that allows interactions on a telephone and a computer to be integrated or coordinated.  Reference: https://en.wikipedia.org/wiki/Computer\_telephony\_integration |
| EDI | Electronic data interchange  Electronic data interchange is the concept of businesses electronically communicating information that was traditionally communicated on paper, such as purchase orders and invoices. Technical standards for EDI exist to facilitate parties transacting such instruments without having to make special arrangements.  Reference: https://en.wikipedia.org/wiki/Electronic\_data\_interchange |
| Faceted Search | Faceted search is a technique which involves augmenting traditional search techniques with a faceted navigation system, allowing users to narrow down search results by applying multiple filters based on faceted classification of the items.  Reference: https://en.wikipedia.org/wiki/Faceted\_search |

# Version Management

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| **Date** | **Ver** | **Description** | **Changes Made** | **Author** |
| 2020/11/02 | 0.7 | Draft | Cater for BN2C packing Transpharm products | E Botha |
| 2020/08/25 | 0.6 | Draft | Include business scope + IT feedback | E Botha |
| 2020/07/22 | 0.3 | Draft | Populated all the content sections | E Botha |
| 2020/07/21 | 0.2 | Draft | Populated most of the content section | E Botha |
| 2020/07/20 | 0.1 | Initial outline | Initial outline | E Botha |

# **Appendix 1: Business Context** Diagram

