Functional Requirements

1. Functional requirement

* The system must allow users to order items by entering card and billing information.
* The system must allow users to contact the owner by entering their email in communication box
* The system must store past purchases in database.
* The system must send receipt of purchase through entered email.
* The system must keep track of inventory.
* The system must handle transactions of sales.
* The system must notify owner when stock is low or out-of-stock.
* The system must display and won’t allow any purchases to be made on out-of-stock items from user.
* The system must notify the owner when a new chat is happening, or an email has been sent from a customer.
* The system must display how many items are in the cart.
* The website shall have a shop page where it lists products for users to buy.
* The website shall have a page to show products that was added to cart from user.
* The website shall have a product page to show the product up close and list more detail.
* The website shall have a thank you page with receipt of purchase and telling user an email with confirmation will be sent.
* The website shall have an about page where it displays information about the owner of the business and shows where on the google map the business is located.
* The website shall have a portfolio page where it displays works done by the owner.
* The website shall have an about us page where the user can directly contact the owner and display other sources of contact.
* The website shall have a little chat bubble for a faster way of conversation with owner.

1. Look, Feel, and Usability

Graphical user interface, application, website

Description automatically generated

Graphical user interface, application, website

Description automatically generated

This is the shop page where it shows the products that are being sold.

The customer is able to select a product which then takes them to a page where they can get a closer look and see more details about the product, the return and refund policy and shipping policy. They are also able to add item to cart which will be saved in cart until the user is done shopping. The user can view their cart at any moment when they click the shopping cart icon.Graphical user interface

Description automatically generated

Graphical user interface

Description automatically generated

Graphical user interface, application

Description automatically generated

Graphical user interface, text, application, email

Description automatically generated

After a purchase is made, it will take the user to the thank you page where it will display the receipt and the billing and shipping addresses It will also send out an email to the customer to confirm the purchase.

Graphical user interface

Description automatically generated

For the ‘About Us’ page, it displays where to visit the actual business location along with it being shown on google maps. On the right side is where the customer can contact the owner by entering their email address and name. If the user clicks on the pink box in the lower right corner, then a chat box opens where live conversation can be held.

Graphical user interface

Description automatically generated

On the portfolio page, the user can see the past works of the owner to see what the owner is capable of. From there, the user can click on the works to see a closer view.

Graphical user interface, website

Description automatically generatedGraphical user interface, website

Description automatically generatedGraphical user interface, text, application

Description automatically generated

The overall feeling of the website is a simple but modern website with light colors that stand-out but doesn’t feel overbearing. The website is made to appeal to all generations and be easy to navigate.

* Each interaction should be quick and easy to understand for the user.
* The website will only be available in the English language and only use U.S. currency but has room for adding more in the future.
* The time it will take to learn on how to use the website and navigate should be around five to ten minutes.
* The website will use the symbol of a shopping cart that is universally understood as the place where products you want to buy are stored.
* The website uses simple words that are easily recognizable when shopping on an online store.
* There will be descriptions of the product being sold for those who want to learn more about the product and for the visually impaired who can’t see the product.
* The website is simple to navigate making it easier for users to come back and will be able to remember how to use it.
* It is important for the website to have very few or no errors.
* The owner of website will need some feedback to ensure that the website is working efficiently and effectively.
* The owner will also be able to get feedback on the products that are being sold.

The learning requirements for the owner:

* Learn how to add products or take products down.
* Learn how to edit quantity or products listed in website.
* Learn how to add/edit prices listed.
* Learn how to upload a photo to website portfolio page.
* Learn how to upload photos for a product and then give descriptions of the product.
* Learn how to chat with users in the chat box.

1. Performance

* The response time between tasks should not take more than 8 seconds.
* The website shall have a secure database to protect card information and billing information.
* All prices shall be accurate to two decimal places.
* All purchases will be charged with correct tax fees and shipping fees.
* The website shall be accurate in displaying the correct information of purchases and charging the correct amount.
* The website shall be available 24 hours a day, 365/366 days per year.
* The chat box will only be responded to between the hours of 7am – 10pm EST.
* The website shall achieve 99 percent uptime.
* The website shall be available on portfolio and about us page whenever the system is down.
* The website shall provide a popup letting the user know that the website is down or has been disconnected from central server.
* The current capacity shall be 20 simultaneous users max during launch period.
* With expected growth, the capacity will be close to 300 users within three years.
* The website shall be expected to operate within maximum maintenance budget for a minimum of four years.
* The website shall be able to process 2,000 transactions per hour within two years of its launch.

1. Maintainability and support

* Annual Website maintenance: performing user testing, checking domain status, and updating legal policies.
* Quarterly website maintenance: making test purchases, testing all the Forms, and fix any broken links.
* Monthly website maintenance: checking for security updates, regularly backups of site, and testing website speed and making any improvements.
* Weekly website maintenance: review key metrics.
* The support will be built in to guide users how to navigate website.
* Support will also be offered to owner.

1. Security

* Only the owner of website will have access to the database to see customers information that has been filled out.
* Only the owner of website will have access to add/edit/remove inventory.
* Anybody can access the website and make a purchase.
* Only customers who have signed up will be able to keep previous entered information saved so they won’t have to refill in their card information and billing address or saved products to purchase.
* The website shall prevent incorrect data from being introduced.
* The website shall protect itself from intentional abuse.
* The website shall make its users aware of its data collecting policies before collecting the data from them.
* The website shall notify the users of any changes to any of the policies.
* The website shall only reveal private information in compliance with the websites policies.
* The website shall protect private information in accordance with the relevant privacy laws and the information policy.
* The website must retain records of purchases made, who made them, the card information that was used, and the billing/shipping address.

Platform Audit:

* Make sure better user experience: site navigation, platform speed, imaging, payment checkout, searching, admin panel.
* Mobile optimization
* Market Trends
* Scalable: current and upcoming market needs.
* Costs
* Platform speed

Conversion Rate Audit:

* Calls to Action
* Home and Landing Page
* Opt-In forms
* Product and Category Pages
* User-Onboarding
* Checkout

Content audit:

* Increasing CTR: improving content
* Marketing
* SEO
* Better site design

1. Cultural

* The website shall not be offensive to religious or ethnic groups.