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Atilim University

Software Engineering Department

SE112 Introduction to Software Engineering

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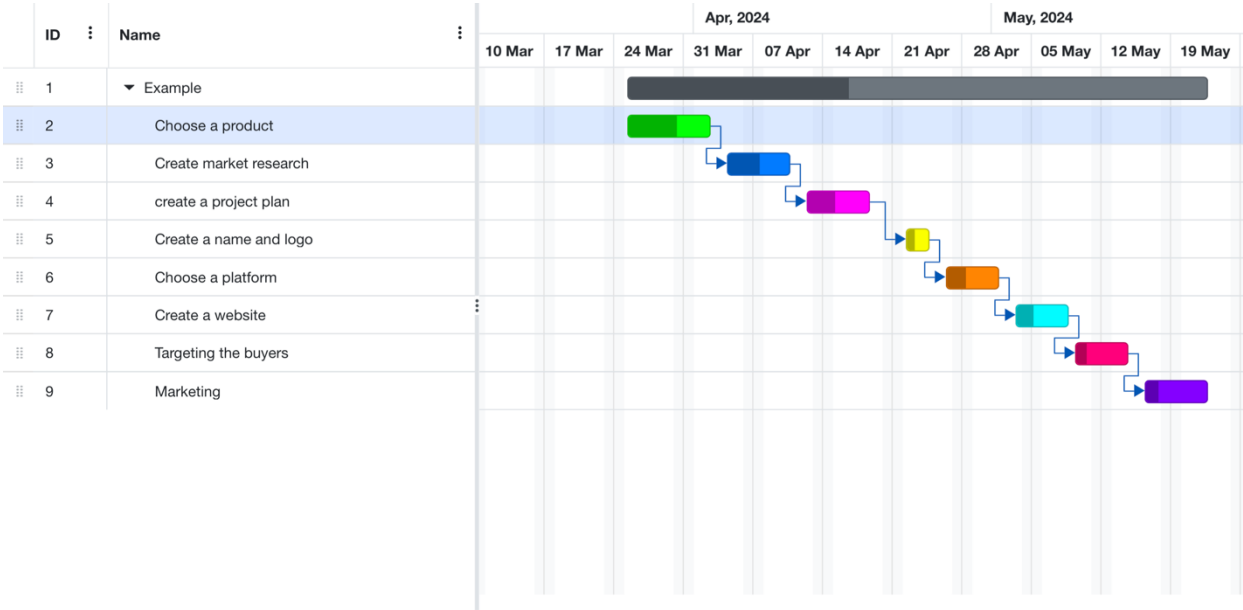Rawan Raed Al-Tameemi 23244710096
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Group 20

E-shopping system

In today's fast-paced world, customers are increasingly turning to mobile devices for their shopping needs. Our purpose is to outline a strategic plan for launching an online shopping platform that will expand market reach and reduce the quantity of physical stores, saving time, effort, and space. Establishing a secure shopping platform that serves the needs of modern costumers and strengthening the brand's presence in the digital marketplace is our main objective. Identifying the audience and targeting their interests is a good step to begin with. The platform should not be too complicated; that's why we need to develop a user-friendly and feature-rich platform while taking our timeline and budget into consideration. Marketing strategies play a huge role in the shop's potential, so we need to take advantage of social media platforms and SEO strategies for our benefit

Task	Activity	Duration (Days)	Depends On
A	Choose a product	7	
B	Create market research	7	A
C	Create a project plan	7	A , B
D	Create a name and logo	7	A
E	Choose a platform	7	D
F	Create a website	7	E
G	Targeting the buyers	7	E
H	Marketing	7	A , G

2.2 Risk Plan

Risk	Plan-B
Payment	Monitor your credit card statement regularly
Product Quality	Encourage the customers to write reviews
Fraud	Buy from well-known vendor's
Return	Put a specific period to return the product