**Vision and Scope Document**

**for**

BestBuy

**Version 1.01 approved**

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**03/26/2018**

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**Revision History**

|  |  |  |  |
| --- | --- | --- | --- |
| **Name** | **Date** | **Reason For Changes** | **Version** |
| Paul Komarnytskyy | 03/26/18 | Initial Draft | 1.00 |
| Paul Komarnytskyy | 03/27/18 | Added stakeholder profiles, added appendices with use-case list and diagrams, acknowledgement list and initial challenges | 1.01 |

# Acknowledgements

* 1. **Task/Project Group Participants**

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# **Business Requirements**

## **Background**

*Latest studies recognised that e-commerce, which includes online retail or online shopping is a prominent field and both the industry and its consumers benefit from business to consumer relations. In 2017 an estimated* [*1.66 billion people worldwide purchase goods online*](https://www.statista.com/statistics/251666/number-of-digital-buyers-worldwide/)*. During the same year* [*global e-retail sales*](https://www.statista.com/statistics/379046/worldwide-retail-e-commerce-sales/) *amounted to 2.3 trillion U.S. dollars and projections show an estimated growth of up to 4.48 trillion U.S. dollars by 2021. In Asia Pacific,* [*e-retail sales accounted for 12.1 percent of retail sales*](https://www.statista.com/statistics/239300/number-of-online-buyers-in-selected-countries/) *in 2016, but only 1.8 percent of retail sales in the Middle East and Africa.*

## **Business Opportunity**

*Online shopping solves the following problems:*

1. *The customer does not need to visit specific location/shop to acquire desired product.*
2. *The customer does not have to waste time in long queues*
3. *The customer can easily find the product he/she needs in the shortest time possible*
4. *The customer is able to easily compare products side-by-side by their respective characteristics*
5. *The customer can check product availability or subscribe to changes of it’s price and/or availability*
6. *The customer has the ability to easily filter the products by characteristics he finds satisfying on his own to find the perfect product for himself.*
7. *The customer can read feedback about the product from other customers.*
8. *Striking a deal with GPU manufacturers on selling their graphics processor with MSRP to gamers can push the product in that market segment.*

*Current competitors worth mentioning in Ukraine:*

1. [*ROZETKA*](https://rozetka.com.ua/)
2. [*ITbox*](https://www.itbox.ua/)

*The proposed product is attractive due to first competitors website lacking decent filtering functionality, has terrible delivery team and has unintuitive and anti-user UI design. The second direct competitor has a product similar to our own. Both competitor*

## **Business Objectives and Success Criteria**

*The product empowers the business to sell its wares directly without a need of any third party or retailers. It removes the need to hold multiple stores throughout the country therefore reducing the expenses of the business by removing leasing costs for the facilities incorporated in products distribution -* ***some amount of money here*** *U.S. Dollars.*

## **Customer or Market Needs**

*Target market segment - most population of Ukraine that has access to the internet.*

*Main customer needs:*

1. *Fast and simple search engine for wares sold.*
2. *Fast and reliable delivery service*
3. *Intuitive UI*

## **Business Risks**

*The product implementation entails the following risks:*

1. *Not finishing the product before our competitors fix their issues and improve their respective products.*
2. *Target audience can not accept/trust the product*
3. *Business partners can fail in fulfilling their part of the project*

# Vision of the solution

## **Vision Statement**

*Our purpose is to simplify online shopping and shopping overall, empower our customers with the abilities to find, purchase and get the products they want on their own with ease and without the need of any third-party.*

## **Major Features**

Major features planned:

1. Search/Filtering system
2. Product comparison
3. User feedback
4. Statistics
5. Loyalty system

## **Assumptions and Dependencies**

*The projects success depends on timely implementation and incorporation into the market, user acceptance and reliability of our partners in terms of delivery service.*

## Initial Challenges

The BestBuy must overcome the challenges that hamper the productivity and performance of online service. These challenges include the following:

* Categorisation of wide variety of products
* Handling vast amount of search requests

*<Record any assumptions that were made when conceiving the project and writing this vision and scope document. Note any major dependencies the project must rely upon for success, such as specific technologies, third-party vendors, development partners, or other business relationships.>*

# **Scope and Limitations**

## **Scope of Initial Release**

*Initial release of the project will have the following major features:*

1. Search/Filtering system
2. Product comparison

## **Scope of Subsequent Releases**

*User feedback, statistics, loyalty system and, possibly, sales will be all be deferred to later releases. Search system will be implemented in initial release, but will be improved and reworked during each release until its final version is implemented.*

*Second version of the app will include feedback and, if possible, statistics.*

*Subsequent releases will add sales and loyalty programme.*

## **Limitations and Exclusions**

*The product will not include the following features:*

1. *Online wallets*
2. *Bonuses system*

# **Business Context**

## **Stakeholder Profiles**

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| ***Stakeholder*** | ***Major Value*** | ***Attitudes*** | ***Major Interests*** | ***Constraints*** |
| *executives* | *increased revenue* | *see product as avenue to 10% increase in market share* | *richer feature set than competitors; time to market* | *maximum budget = $1.4M* |
| *customers* | *fewer errors in work* | *highly receptive, but expect high usability* | *more intuitive UI, improved performance* | *must run on low-end workstations with slow internet* |
| *customer support* | *quick access to data* | *resistant unless product is compatible with current system* | *ability to handle much larger database than current system; easy to learn* | *no budget for retraining* |
| *Software developers* | *build the system* | *inspired to create a fine website* | *satisfy customer needs, earn money* | *Can’t do stress testing and on-site testing.* |

## **Project Priorities**

|  |  |  |  |
| --- | --- | --- | --- |
| ***Dimension*** | ***Driver (state objective)*** | ***Constraint (state limits)*** | ***Degree of Freedom (state allowable range)*** |
| ***Schedule*** | *release 1.0 to be available by 07/1/18, release 1.1 by 10/1/18*  *release 1.2 by 12/1/18* |  | *2 weeks delay can be allowed in case further stress testing is needed* |
| ***Features*** |  |  | *70-80% of high priority features must be included in release 1.2* |
| ***Quality*** |  |  | *80-85% of user acceptance tests must pass for release 1.0, 95-98% for release 1.1* |
| ***Staff*** |  | *team size is 3 developers 2 of whom act as testers as well* | *Hiring external testers (no more than 2) to let developers concentrate on building the service is acceptable* |
| ***Cost*** |  |  | *budget overrun up to 15% acceptable without executive review* |

## **Operating Environment**

Customers across Ukraine shall use BestBuy to buy items online.

* *Users are distributed throughout Ukraine, all of whichare in one timezone*
* *The users will access the product mostly during the day, but the product should be operational 24/7*
* *The data is generated and accessed by partners and customers across Ukraine. It is stored on the main server.*
* *No maximum response time is currently available, performance tests have to be held.*
* *Some minor interruptions to the service are tolerable*
* *Users personal information such as passport IDs, addresses and history of purchases have to be secure.*

# Functional requirements

|  |  |  |  |
| --- | --- | --- | --- |
| Requirement ID | Requirement statement | Must/Want | Comments |
| F0001 | The website shall have home page with most popular products | Must |  |
| F0002 | The website shall have a navigation panel on the left with the tree of categories and subcategories currently open. | Must |  |
| F0003 | The website shall have “My profile” page where user can see his personal data as well as be able to change it and can view his purchase history | Must |  |
| F0004 | The website shall have a “Contact Us” page, where the user will be able to write a letter to our customer support | Want |  |
| F0005 | The website shall have “Product details” page where the user will be able to view specific products details | Must |  |

# Non-Functional requirements

|  |  |  |  |
| --- | --- | --- | --- |
| Requirement ID | Requirement statement | Must/Want | Comments |
| NF0001 | The website shall cost less than $4,000 to build. | Must |  |
| NF0002 | The website shall cost less than $400 per year to host / maintain. | Must |  |
| NF0003 | The website shall be secure from hackers. | Must |  |
| NF0004 | The website needs to have a daily backup created every day at night and should be able to be restored on two hour’s notice | Must |  |

# 

# Appendix A: List of use cases

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
| # | UseCase ID | UseCase name | UseCase actor | UseCase description | SubSystem |
| 1 | AL1 | Login | Guest | Guest can login into the app | Account logic |
| 2 | AL2 | Register | Guest | Guest can register | Account logic |
| 3 | AL3 | Log out | Customer | Customer can log out of the app | Account logic |
| 4 | AL4 | Change personal data | Customer | Customer can change his personal data | Account logic |
| 5 | OR1 | Create order | Customer | Customer can create orders | Ordering logic |
| 6 | OR2 | Order product | Customer | Customer can add products to his current cart | Ordering logic |
| 7 | OR3 | Edit cart | Customer | Customer can edit current items in the cart | Ordering logic |
| 8 | OR4 | Delete order | Customer | Customer can delete his order | Ordering logic |
| 9 | OR5 | Update order status | Administrator | Administrator can update status of existing orders | Ordering logic |
| 10 | OR6 | View orders | Administrator | Administrator can see all existing orders | Ordering logic |
| 11 | ST2 | View product details | Guest | Guest can view details of particular product | Stock |
| 12 | ST3 | Navigate by product types | Guest | Guest can filter and navigate products by product category | Stock |
| 13 | PD1 | View product details | Guest | Guest can view details of particular product | Product details |
| 14 | PD2 | Create comment | Customer | Customer can add comments to products and reviews | Product details |
| 15 | PD3 | Create feedback | Customer | Customer create feedback for products | Product details |
| 16 | PD4 | Rate feedback | Customer | Customer can like/dislike comments/reviews | Product details |
| 17 | PD5 | Products CRUD | Administrator | Administrator can create, edit, delete and view products | Product details |
| 18 | PD6 | Compare products | Guest | Guest can compare products of the same category | Product details |

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# Appendix B: Use-case diagram

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