**Vision and Scope Document**

**for**

BestBuy

**Version 1.0 approved**

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**Revision History**

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| --- | --- | --- | --- |
| **Name** | **Date** | **Reason For Changes** | **Version** |
| Paul Komarnytskyy | 03/26/18 | Initial Draft | 1.00 |
|  |  |  |  |

# **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.*

*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.*

## **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 throught 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**

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

## **Major Features**

Major features planned:

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

## **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.<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 and, possibly, sales will 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.*

## **Limitations and Exclusions**

*The product will not include the following features:*

1. *Loyalty programmes*
2. *Online wallets*
3. *Bonuses system*

# **Business Context**

*<This section summarizes some of the business issues around the project, including profiles of major customer categories, assumptions that went into the project concept, and the management priorities for the project.>*

## **Stakeholder Profiles**

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| ***Stakeholder*** | ***Major Value*** | ***Attitudes*** | ***Major Interests*** | ***Constraints*** |
| *executives* | *increased revenue* | *see product as avenue to 25% 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 keystroke-compatible with current system* | *ability to handle much larger database than current system; easy to learn* | *no budget for retraining* |

## **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* |  |  |
| *Features* |  |  | *70-80% of high priority features must be included in release 1.2* |
| *Quality* |  |  | *90-95% 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* |  |
| *Cost* |  |  | *budget overrun up to 15% acceptable without executive review* |

## **Operating Environment**

* *Users are distributed throughout Ukraine, all are 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.*