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<DiamondHand.Store>
Vision Document

Version <1.4>

Revision History

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Vision (Small Project)

1.   Introduction

The purpose of this document is to collect, analyze, and define the high-level needs and features of the DiamondHandStore. It focuses on the capabilities required by our stakeholders and target users and provides insights into why these needs exist. The details of how the DiamondHandStore will fulfill these needs are elaborated in the use-case and supplementary specifications.

This introduction to the Vision document serves as a comprehensive overview of the entire document, encompassing its purpose and references, to guide the development of our software project.

1.1   References

This subsection provides a comprehensive list of all documents that are referred to elsewhere in the Vision document. Each document is identified by its title, report number (if applicable), date, and the publishing organization. Information on how to access or obtain these references is also provided. Please refer to the appendix or the relevant external documents for further details.

2.   Positioning

2.1   Problem Statement

The problem of	Limited availability of diverse and distinctive jewelry items in the market.
Affects	Individuals with a penchant for unique and high-quality jewelry.
The impact of which is	Many potential customers face difficulties in finding jewelry that aligns with their individual style and preferences, resulting in a lack of choices and missed market opportunities for jewelry retailers.
A successful solution would be	Offering an extensive collection of distinctive, high-quality jewelry that caters to a wide range of tastes and preferences, thereby addressing the needs of a niche market and maximizing customer satisfaction.

2.2   Product Position Statement

For	Jewelry enthusiasts and fashion-forward individuals.
Who	Seek a diverse selection of unique jewelry pieces.
The DiamondHandStore	is a jewelry e-commerce platform
That	Offers a wide range of high-quality and distinctive jewelry items
Unlike	Conventional jewelry retailers with limited and generic options
Our product	Distinguishes itself by becoming the preferred destination for jewelry enthusiasts, providing an extensive collection of premium and one-of-a-kind jewelry, and ensuring a seamless online shopping experience.

3. Stakeholder and User Descriptions

- <u>Stakeholder:</u> Jewelry Enthusiasts
+ *Description*: This group comprises individuals with a strong passion for jewelry. They seek unique and high-quality pieces that resonate with their personal style and preferences.
+ *Key Problem*: Limited availability of distinctive jewelry items in the market hinders their ability to find jewelry that truly reflects their tastes.

- <u>User:</u> Fashion-Conscious Shoppers
+ *Description*: These users are individuals who appreciate fashion and seek stylish jewelry to complement their fashion sense.
+ *Key Problem*: The limited variety in the market restricts their ability to find jewelry that aligns with their evolving fashion preferences.

- <u>Stakeholder:</u> Small Jewelry Retailers
+ Description: This group includes small jewelry retailers aiming to expand their market and product offerings in the e-commerce sector.
+ Key Problem: The lack of a strong online presence and limited diversity in jewelry products affect their competitiveness and growth potential in the expanding e-commerce market.

- <u>User:</u> Online Shoppers
+ Description: These users prefer the convenience of online shopping for jewelry.
+ Key Problem: Limited choices for unique and high-quality jewelry online result in unsatisfying shopping experiences and unmet preferences.

3.1 Stakeholder Summary

Name	Description	Responsibilities
Development team	The team responsible for designing, developing, and managing the jewelry e-commerce website.	Design, develop, and maintain the website to ensure it is user-friendly, secure, and functional.
Direct Customers (Website Users)	Individuals who actively use the website to purchase jewelry.	Use the website for jewelry shopping, provide feedback to enhance the user experience, and generate demand for products.
Potential Customers	Individuals who may use the website for jewelry shopping in the future.	May become future customers and help determine market demand for jewelry products.

3.2 User Summary

Name	Description	Responsibilities	Stakeholder
Website Customers	Individuals who visit and use the jewelry e-commerce website for purchasing jewelry.	+ Browse and search for jewelry products. + Add items to the shopping cart. + Proceed with the checkout process. + Provide feedback on the user experience.	self-represented
Potential Customers	Individuals who explore the website with the potential intent to make a purchase.	+ Browse and explore jewelry options. + Consider making a purchase in the future.	represented by the Development Team
Guest Shoppers	Users who make purchases without creating an account.	+ Shop for jewelry products without the need for registration. + Complete the purchase process as guests.	self-represented

3.3 User Environment

- <u>Number of people involved in shopping and any changes</u>: The number of people involved in shopping can vary and may change depending on seasonal demand and promotional events.
- <u>Shopping cycle duration, time spent in each activity, and changes</u>: The duration of a shopping cycle can vary widely, from brief browsing sessions to extended shopping journeys, with considerable time spent in product discovery, comparison, and consideration. These durations may change based on user preferences and special occasions.
- <u>Unique environmental constraints</u>: Users access the website from a range of environments, including indoors on desktops and mobile devices, as well as outdoors or on-the-go using mobile phones. The website must be adaptable to different settings.
- <u>System platforms currently in use and future platforms</u>: Users access the website from various platforms, such as desktop computers, tablets, and mobile phones. The website should continue to support these platforms and consider future developments in technology.

- <u>Other applications in use and integration needs</u>: Users may engage with other applications related to

online shopping, payments, and personal finance. Our application may require integration with these services to offer a seamless and integrated shopping experience.

3.4   Summary of Key Stakeholder or User Needs

Need	Priority	Concerns	Current Solution	Proposed Solutions
Effective product search	High	Difficult and time-consuming product search	Users have to search through a large number of products	Provide improved search tools and filters
Quick and easy checkout process	High	Complicated payment process	Users encounter multiple steps during checkout	Streamline the checkout process
Clear products information	Medium	Inadequate product details	Users must hunt for information on their own	Offer comprehensive product descriptions and reviews
Better navigation and user experience	Medium	Unintuitive user interface	Users find it challenging to locate and order products	Enhance the user interface and overall user experience

3.5   Alternatives and Competition

- Buying from Competitors:

+ Advantages: Competitors may offer a wider range of jewelry choices and well-known brands.

+ Disadvantages: Higher prices and the need to switch between different websites.

- Using Other Online Stores:

+ Advantages: Access to various online jewelry stores with different jewelry options.

+ Disadvantages: Less focus on jewelry expertise, potentially offering fewer unique pieces.

- Visiting Traditional Jewelry Stores:

+ Advantages: Personalized assistance and the ability to see jewelry in person.

+ Disadvantages: Limited jewelry selection, takes more time, and might be more expensive.

- Building Your Own Jewelry Website:

+ Advantages: Full control over your website's features and how it looks.

+ Disadvantages: High costs, needing technical skills, and time-consuming.

- Keeping Things as They Are:

+ Advantages: Not making any changes and saving money.

+ Disadvantages: Risk of losing customers to competitors and falling behind in the market.

4. Product Overview

4.1 Product Perspective

The DiamondHandStore website is an independent and self-contained product. It operates as a standalone e-commerce platform dedicated to selling jewelry and related accessories. It does not function as a component of a larger system or interface with external systems.

The website is designed to provide a seamless and user-friendly shopping experience for customers interested in purchasing jewelry. It is not directly tied to other systems or products but aims to be an all-inclusive platform for browsing, selecting, and buying jewelry.

As such, DiamondHandStore operates independently, serving as an online marketplace for jewelry enthusiasts without complex interactions with other external systems.

Here is the diagram to what our system expected to be in the future:
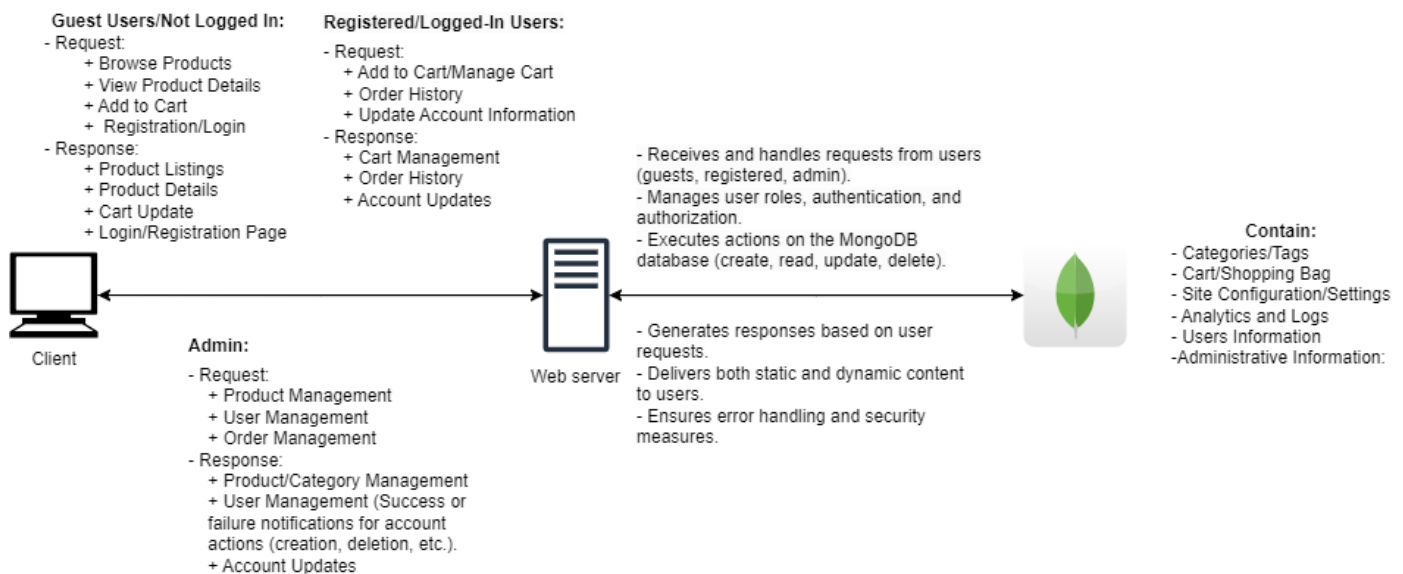
4.2 Assumptions and Dependencies

- E-commerce Platform Compatibility: It is assumed that the e-commerce platform and software used for DiamondHandStore will remain compatible with the latest web browsers and technologies. Any significant changes in browser technology may require updates to the website to ensure optimal performance.

- Payment Processing: We assume that third-party payment processors will continue to provide secure and reliable payment services. Any disruptions or changes in payment processing options may affect the website's functionality.

- Product Suppliers: The availability of jewelry products for sale on the website relies on dependable suppliers. Changes in supplier relationships, product availability, or quality may impact the product offerings and user experience.

- Internet Accessibility: The website's success is dependent on users' access to the internet. It is assumed that users will have reliable internet connectivity to access the site. Any significant changes in internet accessibility may influence the website's reach.

- Laws and Rules: Our website will follow all the rules and laws for online businesses, protecting data privacy and customers. If there are new laws or changes that affect online businesses, we might need to change our website policies.

5.   Product Features

+ <u>User Registration</u>: Allows users to create accounts, providing essential information for order processing and personalization.

+ <u>Browse and Search</u>: Enables users to explore the product catalog, search for specific items, and filter results.

+ <u>Product Details</u>: Displays detailed information about each jewelry item, including images, descriptions, pricing, and available sizes.

+ <u>Shopping Cart</u>: Allows users to add items to their cart, review selections, and proceed to checkout.

+ <u>Checkout and Payment</u>: Provides a secure and user-friendly checkout process, supporting various payment options.

+ <u>User Profiles</u>: Enables users to manage their personal information, track order history, and set preferences.

+ <u>Wish List</u>: Lets users save desired items for future purchase or sharing with others.

+ <u>Customer Reviews</u>: Allows customers to leave reviews and ratings for products they've purchased.

+ <u>Order Tracking</u>: Provides order status and tracking information to users.

+ <u>Contact and Support</u>: Offers customer support and contact options for inquiries, assistance, or issue resolution.

+ <u>Security and Privacy</u>: Ensures user data and transactions are secure, following best practices for data protection and privacy.

+ <u>Feedback and Improvement</u>: Provides a way for users to provide feedback on their experience and suggests improvements.

+ <u>Return and Refund Policy</u>: Explains the return and refund process to users, enhancing customer trust.

+ <u>FAQ Section</u>: Offers answers to frequently asked questions to assist users.

6.   Non-Functional Requirements

+ <u>Platform Compatibility</u>: The website should be compatible with commonly used web browsers (e.g., Chrome, Firefox, Safari) and different operating systems (e.g., Windows, macOS, mobile platforms).

+ <u>Performance</u>: The website should provide responsive and efficient performance, with quick page load times and minimal latency for user interactions.

+ <u>Security</u>: Ensure the security of user data and financial transactions, following industry standards for data encryption and protection.

+ <u>Scalability</u>: The website should be able to handle increased user traffic during peak times, such as holiday seasons, without significant performance degradation.

+ <u>Usability</u>: The site should be user-friendly and intuitive, with clear navigation and an accessible design for users of all abilities.

+ <u>Reliability</u>: The website should be available and operational 24/7, with minimal downtime for maintenance or updates.

+ <u>Data Backup</u>: Regularly back up user and product data to prevent loss in case of technical issues.

+ <u>Accessibility</u>: Ensure that the website is accessible to users with disabilities in compliance with accessibility standards.

+ <u>Compliance</u>: Follow legal and regulatory requirements, including e-commerce, data privacy, and consumer protection laws.

+ <u>Documentation</u>: Provide clear and user-friendly documentation, including user manuals, online help, and clear labeling of products.

+ Scalability: The website should be designed to handle future growth and the addition of new features.

+ Response Time: Maintain fast response times for actions like product searches, loading pages, and processing orders.