# Requirement Document

## Features:

1. Categorization and Classification
   1. Categorization allows organizations to sort products into specific groups allowing a better overview of the entire assortment.
   2. Classification system can help in the management of attributes. Attributes describe a specific element of a product such as its name, weight, height, length, width etc
2. **Create relationships** between products
   1. Show **similar** products to the product shown
   2. **Up-sell** more expensive products
   3. **Cross-sell** related accessories to a product
   4. Explain that a product **consists of** multiple other products
   5. Offer **spare parts** to a product
   6. Communicate that it is **mandatory** to buy another product with a particular **product**
   7. Communicate that one gets product y **free of cost** on buying product x
   8. Communicate combo offers, like, **Buy 3 and get 1 Free,** Get **x % discount** on another product after buying this product
3. Media Asset management
   1. Automatic assignment of media assets to categories and/or products
   2. Automatic resizing of photos
   3. Automatic conversion of video for multiple distribution channels
   4. Adding meta data, e.g. device of capture, date of capture
4. Improve product data quality:
   1. Automated data validation, e.g. preventing text from being entered in a field intended for a number
   2. Verification for completeness, e.g. making sure that all mandatory fields are filled in
   3. Version control makes sure revisions are kept and that the last version is always updated
5. Data Access Control
   1. Access to the products should be limited by user groups / roles, e.g. preventing users from editing products for which they are not responsible.
6. Workflow
   1. Workflow allows the efficient organization of product enrichment. The enrichment of specific products can be assigned to specific users by a coordinator and when enrichment is done, a validation process can be initiated.
   2. The second benefit is that is makes it more transparent who has initiated which change and who has approved it. Workflow becomes essential particularly when product enrichment of the same product has to be done by different users (e.g. photographers and translators)
7. Reviews
   1. Gather reviews on the specific project from within the same site or from different sources in the web.

## Reports / Analytics

## Feedback and Insights

There are several ways to get continuous feedback:

1. Click path analysis: how do customers navigate your channels? Can they find the product they are looking for immediately or are their paths rather chaotic, which may be a sign that the product category tree is not customer oriented.
2. Keywork analysis: which words are used to search for products. It might be the case that attributes are used to limit search results. In the case of Beter Bed, “anti allergic mattress” indicated that customers want to know if a mattress is anti-allergic or not.
3. Category conversion analysis: analyzing the purchase to category visit ratio may lead to insights. It may be that the prices of the products in the category are too high but often the product information itself is too limited to make the sale.

Improving the Product Data Model should never be a one-off activity.

## PIM Process

The term ‘management’ and ‘maintenance’ are often used. Management includes standard features such as searching, filtering, creating, editing, and archiving items of, among others, products, variants, categories etc.

### Master Data Management

Master data defines the core information of the products. Typical master data include its creation date, the product identification number, stock level(s), prices, delivery times, etc.

Various sub processes are:

#### Importing Master Data