CHALMERS | GÖTEBORGS UNIVERSITET

DIT045/DAT355 Exercise Case: Holiday Shopping App

Fall 2020

Summary

Some people love holiday shopping and some hate it. Some have to buy many things for many people, while some have to buy for a few key people. From big gifts to small "stocking stuffers", from modest to nearly unlimited budgets, the range of shopping behaviors varies highly. Some shoppers plan and shop early, while others leave things to the last minute. You would like to use software and technology to create a product or app which can help all these types of users do their holiday shopping. The app should provide a range of useful functionality, e.g., lists of people to shop for, budget tracking, gift planning, gift ideas and inspirations, gift constraints, and completed purchases. The app must be easy to use, attractive to users, and in some way it must generate a profit.

More Detail

Many existing tools and sites allow online shopping, sometimes at a Meta level (shopping amongst many providers). Famous examples include Amazon or Etsy. These services allow you to customize your experience in certain ways, storing histories or making lists. However, this product wants to provide users with a more personal shopping management, including budget and people tracking, which may possibly include physical shopping. There are many opportunities to interface with other apps or services to provide, for example, suggested gifts, store locations and inventory statuses. How can connections be made profitable? Advertisements? Recommendations? Will the app be free or paid? Different levels of service? Interacting socially with contacts may be desirable, but we want to avoid revealing gifts to their recipients; however we also want to avoid the same people getting the same gifts. How can user privacy be protected?

Novelty

Its fine to take inspiration from existing software and tools, but the requirements for your products should finally describe something which is sufficiently unique and could be a potential competitor to existing applications. Features like Amazon wish lists solve part of the problem, but in this case one idea is to think of how to make the service more social or more personalized, storing ideas and plans for individual gifts.

Further Information

This description is intended to give a good start on developing requirements for the potential system. It's possible that further information or clarifications may be needed in order to model and specify the requirements. You can ask the various stakeholders involved in the domain questions using the discussion forum on GUL. Find the discussion forum for this exemplar. Ask a clarifying question, making sure that you indicate which stakeholder you are asking. The "stakeholder" will provide you an answer. Answers and responses are shared between all teams working with this exemplar.