



# MVP scoping for e-commerce web app

## Problem Statement

You are the manager of a local clothes shop and would like to build a website to catch up with the e-commerce trend.

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## Vision

**One stop** online shopping solution for **hand woven cloths** for **women**.

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## Assumptions (MVP)

- A fashion store located in Berlin city (WovenCraft) wants to build an E-commerce platform. The shop is selling **imported hand-woven luxury trending clothes** Womens. Currently, the customers of this shop are Berlin city residents.
- The business is running in a 50 mtr sq shop.
- Sales
  - Average 90 sales on weekdays.
  - Average 175 sales on weekends and public holidays.
  - One Average sale is about 25 euros
- A warehouse with a capacity of 10 times of the shop
- Not selling the products through any other E-commerce platform like Amazon or Zalando.
- Have the domain name already. [www.wovencraft.de](http://www.wovencraft.de)

- Product photography is done and the we have all products images
- All the content is ready to upload. This includes logos product profiles etc.
- Return policies are chalked out.
- Target audiences have been classified.
- Delivery
  - We will be making a contract with DHL for the delivery.

**As we have to build and ship the product in a month with all the basic features, The most feasible way would be build the MVP with Shopify and test it and release. After the launch of the MVP , we can monitor the traction and start working on the own product building.**

## User Segments

- Users who are residing in berlin
- Users who live in nearby cities come to berlin for shopping.

### Persona 01

Name: Diana(F) Age: 25 Location: Berlin.	<b>Behaviors</b> 1. Prefer to use high-quality items. 2. Pays attention to details. 3. Spend 100 euros on average in a month on clothes and accessories. 4. Regular customer of the shop
<b>Pain Points</b> 1. Would like to use hand woven cloths 2. May not find her required size clothes when he visits the shop.	<b>Needs</b> 1. Avoid commuting to the city center. 2. Check out the latest collection from home and purchase it immediately if the required size is available.

### Persona 02

Name: Lena(F) Age: 34 Location: Munich.	<b>Behaviors</b> 1. Visits berlin very infrequently, 2. Loves handmade products 3. Gifts for others
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**Pain Points** 1. Difficulty in sourcing handmade products. 2. Send the handmade products as gifts to his friends and family

**Needs** 1. Purchase the handmade products from the comfort of his home. 2. And sent it to her loved ones.

## User Journey

### New user/Logged out user

[wovencraft.de](http://wovencraft.de) → home screen → click on an item → details page → CTA (add to cart) → cart page → Checkout → Login/Register screen → Enter details (CTA Login/Register) → Add the delivery address → CTA (Continue) → payment portal → add payment details (card details) → CTA (buy now) → User getting an Email Notification

### Logged in user

[wovencraft.de](http://wovencraft.de) → home screen → click on an item → details page → CTA (add to cart) → cart page → Checkout → Add the delivery address → payment portal → add payment details (card details) → CTA (buy now) → User getting an Email Notification

## MVP

- The Web app should have all the basic features of an E-commerce platform.
- The web app should be mobile compatible
- The MVP will be in German for now.
- Support will be provided through Email and Phone.

## Metrics:

- Revenue per/day/week/month
- Average sales per day
- Conversion rate (#Transactions/#visits)
- Basket size
- No. of new signups.
- Daily active users

- No. of active secessions
  - Session duration
  - Bounce rate
  - **User Journey funnel:**
    - No. of users on the home page/Landing page → No. of users on the details page → No. of users add items to cart (CTA “Add to Cart”) → No. of users checkout from the cart (CTA “Checkout”) → No. of users provide the address →(CTA “continue”) → No. of users add payment details → (CTA “Pay Now”) → Successful orders.
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## Features for the first release which is planned after a month (MVP)

- User onboarding
  - Home screen
  - Detail page of a product
  - Shopping cart
  - Add the address
  - Payment portal
  - Invoice
  - Notification on purchase
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## Feature Prioritization

\*Highlighted features for MVP,

- Considering the team can deliver only 50% of the website in first month, I have deprioritized rest of the features to a nice to have and it should be considered in the coming iteration.
- \*Considering the **confidence** factor as a constant value = 1

Features for MVP	Reach (0.5-3)	Impact (0.5-3)	Effort (1-8)	RICE score
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User onboarding	2.5	3	4	1.875
Home screen	3	3	5	1.8
Add the address	1.5	3	4	1.125
Detail page of a product	2.5	3	7	1.071428571
Notification on purchase	1.5	2	3	1
Shopping cart	1.5	3	6	0.75
Payment portal	1.5	3	6	0.75
Invoice	1.5	3	6	0.75
<b>Nice to have features for next iterations</b>				
Category page for diff categories of items	3	3	7	1.285714286
Google analytic integration	2	2	6	0.666666667
Basic Search	1.5	2	5	0.6
SEO	2.5	2	7	0.7142857143
Email Newsletter	1.5	1	3	0.5
Sorting	1	2	6	0.3333333333
Filtering	1	2	6	0.3333333333
Personalized email recommendations	1.5	1.5	8	0.28125
Customer support portal	0.5	1	3	0.166666667

## RoadMap

		2022																							
		Q1						Q2						Q3						Q4					
Features		Jan	Feb		Mar		Apr	May		Jun	Jul	Aug		Sep	Oct		Nov		Dec						
		Sprint 1	Sprint 2	Sprint 3	Sprint 4	Sprint 5	Sprint 6	Sprint 7	Sprint 8	Sprint 9	Sprint 10	Sprint 11	Sprint 12	Sprint 13	Sprint 14	Sprint 15	Sprint 16	Sprint 17	Sprint 18	Sprint 19	Sprint 20	Sprint 21	Sprint 22	Sprint 23	Sprint 24
		V01	V02	V03	V04	V01	V02	V03	V04	V01	V02	V03	V04	V01	V02	V03	V04	V01	V02	V03	V04	V01	V02	V03	V04
MVP	User onboarding																								
	home screen																								
	add the address																								
	detail page of a product																								
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	Shopping cart																								
	Payment portal																								
	Invoice																								
Nice to have Features																									
	Customer support portal																								
	Basic search																								
	Category page (Men, Women & Kids)																								
	SEO																								
	Google analytic integration																								
	Email Newsletter																								
	Sorting																								
	Filtering																								
	Personalized email recommendations																								

## Marketing Strategy

- Pre launch social media marketing through all the social media channels.
- Targeted digital marketing can be focused only on Instagram, Because Instagram as top since it's heavily related to fashion.
- From the day of launch, 5% discount for the customers who visit the shop and signup/register in wovencraft.de

## Second Iteration

- Search (Basic search)
- Customer support portal
- Category page for diff categories of items
- Google analytic integration
- Sorting
  - sort by price
  - sort by popularity/ most buys
- Filtering
  - filter for a price range
  - filter by color
  - filter by size
- Email Newsletter

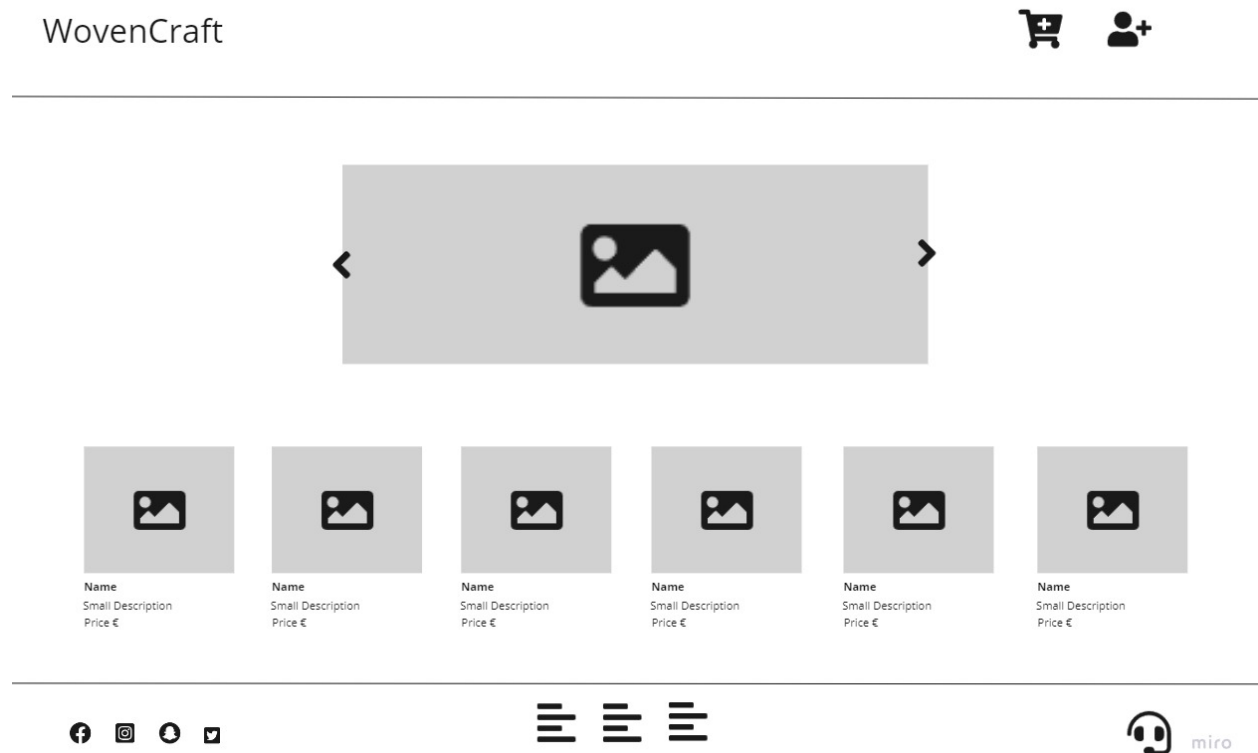
## Third Iteration

- SEO
- Personalized email recommendation

## Features (User Stories, Acceptances criteria, Wireframing)

### Home Page

#### Wireframes:



#### User Stories: (Image Carousel)

- As a business owner, I would like to showcase the new offers and new collections on an image carousel on top of the home screen. So that, users can easily find the offers and new collections.

- As a customer looking at a product, I need to be informed if a product is on sale, so that I am encouraged to purchase it.

#### **Acceptances criteria:**

- The images should be clickable
- Once clicked, the user should go to the details page of the product
- This image carousel should have a min of 2 images and a maximum of 5 images.
- The images should automatically slide in an interval of 3 seconds.
- Users should be able to click on the left and right arrows to see the next or previous image.

#### **User Acceptance Tests:**

- Given a user is on the home page, when the user clicks on the image in the image carousel. Then the user should go to the details page of that product.
- Given a user is on the home page when the user clicks on the left or right arrow. Then the image should change/slide to the next or previous image.

#### **User Stories: (items/products)**

- As a business owner, I would like to showcase all products on the home screen with Names, Descriptions of the product, and prices. So that users can find it and encourage to purchase it.
- As a user, I wild like to scroll down to explore more products on the platform.

#### **Acceptances criteria:**

- One line should consist of 4 - 6 products.
- Name, Description, and price should be there with all products.
- Products should be clickable.
- Lazy loading should be implemented when the user scrolls down (performance).

#### **User Acceptance Tests:**

- Given a user is on the home page, When the user clicks on the product, Then the user should lead to the details page of the product.



- Given a user is on the home page, When the user scrolls down, then More products should be loaded to the home screen.

### **User Stories: (Header & Footer)**

- As a user, I need to see the proper header or footer of the application, So that I can easily identify the web page in switching between the tabs.

### **Acceptances criteria:**

- The logo should be placed on the top left corner
- Cart and user avatar should be placed at the top right corner.
- Customer support, contact details, and social media pages links should be placed in the footer
- Logo, cart, user avatar, customer support avatar, and social media links should be clickable

### **User Acceptance Tests:**

- Given a user is on the platform, then the user is clicking on the logo from any page on the platform. then the home page should be loaded.
  - Given a user is on the platform, then the user is clicking on the social media icons. Then the respected social media page should open in a new tab.
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## **User Onboarding**

### **Wireframes/Mockup:**

SignUp


Name


Email

Password

Join

or

 Continue with Facebook

 Continue with Google

Have an account? [Log in](#)

Login


Email


Password

Forgot password?

Log in

or

 Continue with Facebook

 Continue with Google

Don't have an account? [Join](#)

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### User Stories:

- As a new user, I would like to register in the application, In order to make a purchase.
- As a logged-out user, I would like to log in to the application, to make a purchase.
- As a logged-out user and I forget my password, I would like to recreate my password using the forgot password feature. So that I can continue shopping.

### Acceptances criteria:

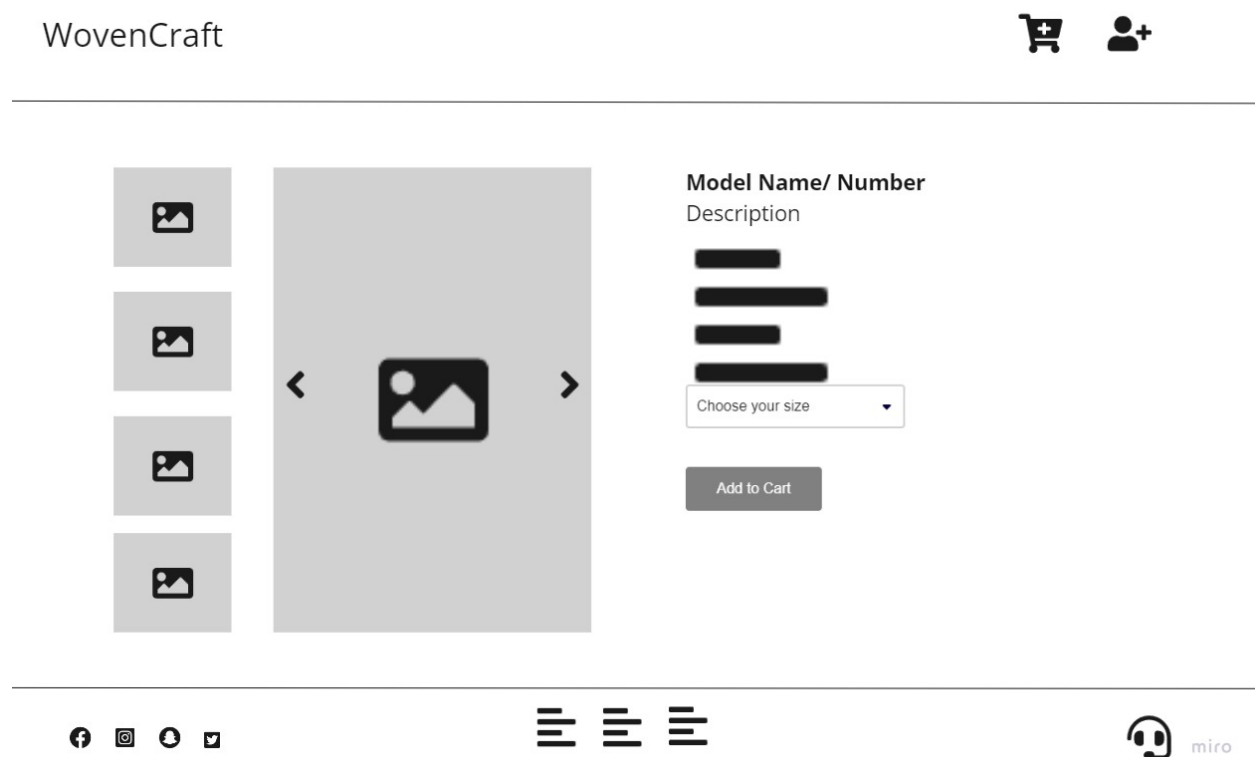
- Integrate google signup
- Integrate FB signup
- Signup by providing Name, Email, Phone number, and password.
- Users should get a link via email to recreate the password.

### User Acceptance Tests:

- Given a new user or logged out is on the wovencraft.de. When the user clicks on the user icon on the top right corner on the page. Then the signup screen should appear as an overlay.
- Given a registered user is on wovencraft.de sign-up screen. When the user clicks on the **login** at the bottom of the overlay screen. Then the users should get a Login screen.

## Details page

### Wireframes/Mockup:



### Wireframes:

### User Stories:

- As a business owner, I want to showcase all the details of a product on a page. so that the user will get all the required details about the particular product and it leads to a purchase.

- As a user, I would like to get all the details of a particular product on a single page. So that, It will help me to make a purchase decision.
- As a product manager, I want to provide a “+” and “-” on the details page. So that, users can increase or decrease the number of items.
- As a user, I want to add the items to the cart by clicking on the “add to cart” button on the details page

#### **Acceptances criteria:**

- Each product should have min 1 image and a max of 5 images.
- The arrows on the main image should be clickable and when clicking it should load the next image in the main.
- In the description, it should show to which category each product belongs (Men, Women, and Kinds).
- size selector should be clickable.
- If the product is available in different sizes, the user should be able to click on the size selector and select the required size.
- The add-to-cart button should be clickable.

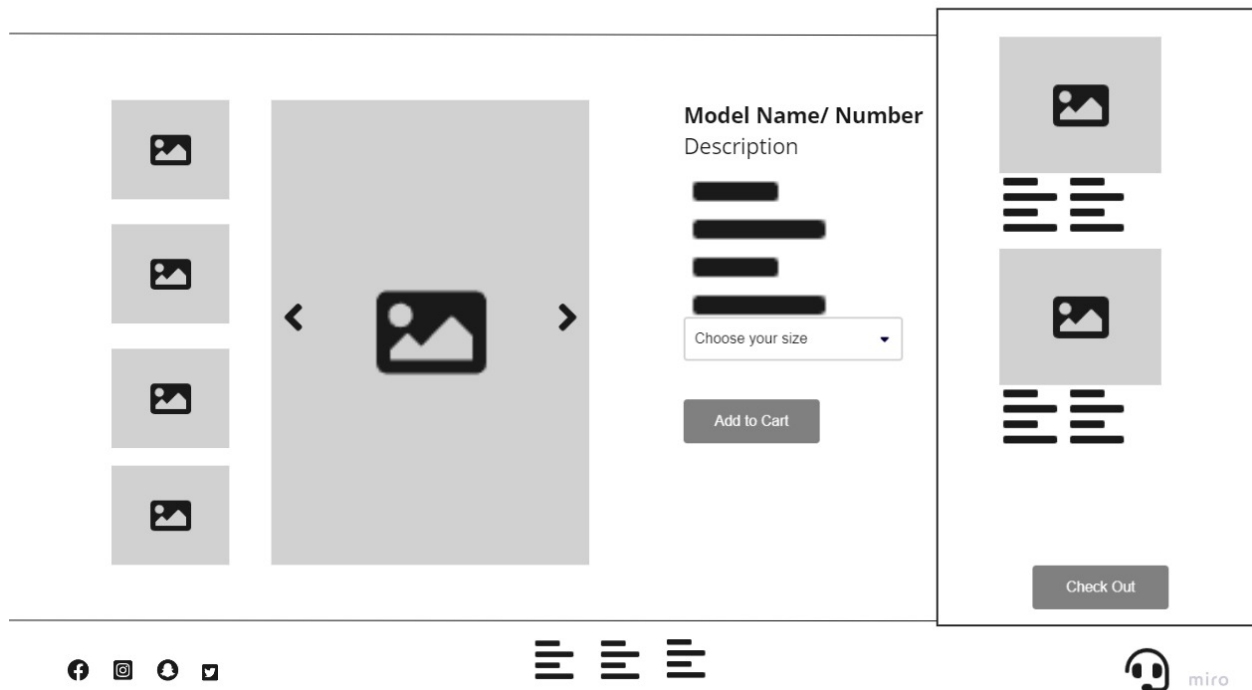
#### **User Acceptance Tests:**

- Given a user is on the details page of a product. When they click on the arrow on the main image, then it should load the next image in the main.
- Given a user is on the details page of a product, and the particular product is available in different sizes. When the user clicks on the size selector. then it should show all the available sizes in a drop-down and the user should be able to click and select the required size.
- Given the users is on the detail page. When they click on the “+” or “-” button. Then it should increase or decrease the number of items on the purchase.

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## **Shopping Cart**

### **Wireframes/Mockup:**



### User Stories:

- As a product manager, I want to provide a shopping cart for users. So that, users can add items for the purchase
- As a product manager, I want to show the total amount of the added items in the cart. So that, the user will know the total amount before the payment.
- As a product manager, I want to provide a delete button for each item in the cart. So that users can delete the items from the cart.
- As a product manager, I want to provide a “+” and “-” for each item in the cart. So that, users can increase or decrease the number of items.
- As a user, I want to go to the next page by clicking on the “Checkout” button. So that, I can continue the payment and other processes.

### Acceptances criteria:

- The shopping cart avatar should be clickable.
- The shopping cart should open as an overlay.

- The “delete”, “+” and “-” buttons should be clickable.
- The “Checkout” button should be clickable.

#### **User Acceptance Tests:**

- Given a user is on the shopping cart page. When the user clicks on the “Checkout” button. then the user should go to the address page.
  - Given a user is on the shopping cart page. When the user clicks on the “Checkout” button, and, If the user is not registered or logged in. Then, the user should go to the onboarding page.
  - Given the user is on the shopping cart page. When the user clicks on the “Delete”, “+” and “-” buttons. The respective action should take place.
  - Given the user is on the shopping cart. When the user clicks somewhere outside the shopping cart overlay screen or presses the “ESC” key. Then the cart should close.
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## **Add Address Details**

#### **Wireframes/Mockup:**

### Enter Address details

<input type="text" value="First Name"/>	<input type="text" value="Last Name"/>
<input type="text" value="Street"/>	<input type="text" value="Building Number"/>
<input type="text" value="Postal code"/>	

Continue

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#### User Stories:

- As a user, I want to provide the address details in order to get the items delivered to my home/where ever I would like to.

#### Acceptances criteria:

- All the fields should be mandatory
- The “Continue” button should be clickable.

#### User Acceptance Tests:



- Given a user is on the “enter address page”. Then the user clicks on the “Continue” button. Then the user should go to the payment page.

## Payment Portal


### Wireframes/Mockup:

## Payment

Email  
klara.schurig@example.de

Card information  
4242 4242 4242 4242   
12/24 123 

Name on card  
Klara Schurig

Country or region  
Germany 

Pay Now!



### User Stories:

- As a user, I want to provide the payment details/card details in order to complete my purchase.

### Acceptances criteria:

- All the fields should be Mandatory
- The “Pay now” button should be clickable when all the fields are filled.

### User Acceptance Tests:

- Given a user is on the “Payment page”. Then the users clicks on the “Pay now” button. Then the payment transaction should trigger.

## Invoice

### User Stories:



- As the business owner, I want to provide an invoice for each purchase. So, it is very essential for further auditing.
- As a user. I want to get an Invoice for each purchase I make on the platform. So that, I can keep it as a record.

**Acceptances criteria:**

- Given a user is on the platform When they are making a purchase. They should get an email with a pdf invoice and all the details of the purchase.
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## **Notification on Purchase**

**User Stories:**

- As a product manager, I would like to send a message/ notification to the store manager with all the details of the order and customer. So that, they can prepare the items for delivery.
- As a product manager, I would like to send an email to the user with the invoice attached for each successful order. So that the users will get notified.

**Acceptances criteria:**

- Send a message to the storekeeper in the existing application with all the order, customer and delivery details.
  - Send an Email to the user, with the attached invoice pdf.
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