

# INDIGOSHOP

**Group No - 05**

## **Group Members:**

Simanta Sarker	180104010
Shawly Rohman	180104013
Sadia Mobasshira	180104014
Jain Jannath	180104023

## **Presented By:**

Sadia Mobasshira	180104014
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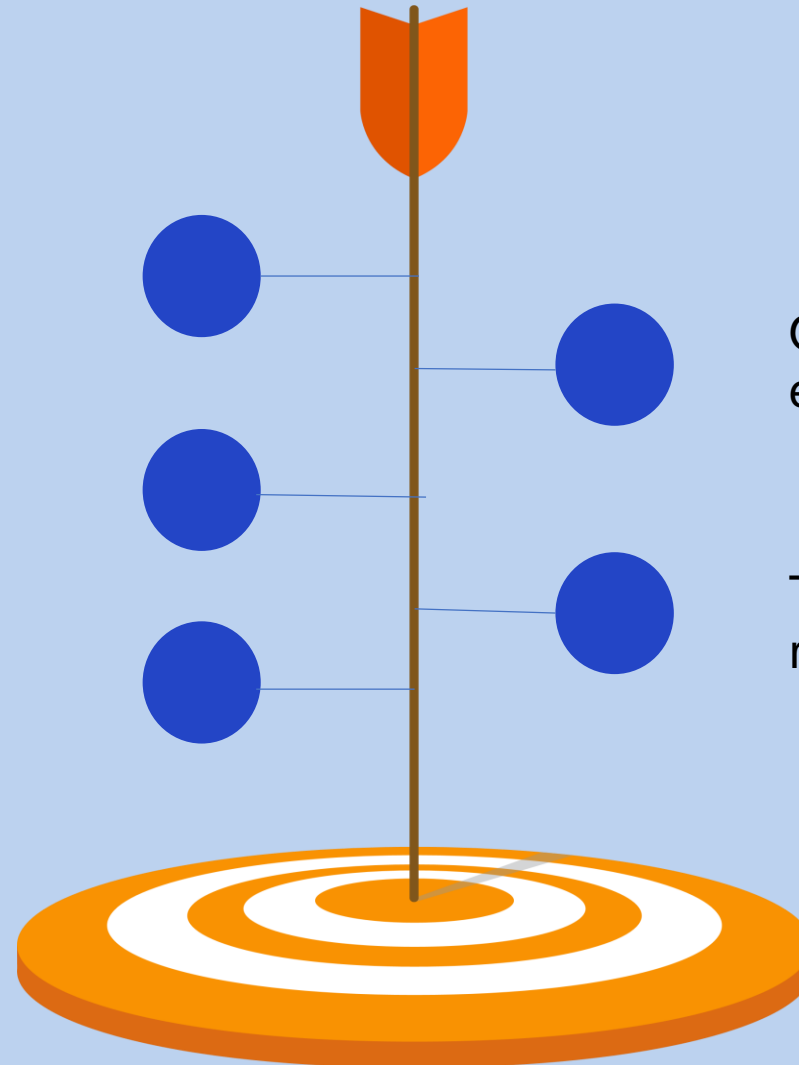


# Objectives of Information Gathering and Interview

For requirement analysis

To know about public interest

For better understanding our project feasibilities



Obtaining a better idea of user experience

To make our project more realistic by field analysis

# Questionnaires and Interview Pattern



## Questionnaires- close ended

- Personal
- Project Related



## Interview- open ended

- Project Related
- Feedback and suggestions

# Selection of Interview Personnel



Digital Marketer



Online Store Manager



BBA Student



Customer

## Reasons for selecting the above personnel

- To understand perspective of all type of people.
- To understand what kind of online shopping platform will be better for people.
- To improve experience for non habituated people.

# Information Gathering: Online Survey

- What's your name?
- Do you have internet access?
- Do you prefer online shopping?
- How often do you buy products online?
- Which payment method do you prefer for online shopping?
- Do you have any concerns about your data privacy while shopping online?
- How much do you spend on online shopping every month?
- Would you like the products to be organized based on category ?
- Which do you prefer while buying online products?
- What are your biggest concerns about buying products online?

**Source:** [https://docs.google.com/forms/d/e/1FAIpQLSeDdNaR82cwpotTZyKeDTQCDfTnckXfJzM1DVDZi6x\\_RzqSVw/viewform?usp=pp\\_url](https://docs.google.com/forms/d/e/1FAIpQLSeDdNaR82cwpotTZyKeDTQCDfTnckXfJzM1DVDZi6x_RzqSVw/viewform?usp=pp_url)

# Information Gathering: Interview

- What's your name?
- Describe your online shopping experience with us.
- What suggestions do you have for improving the shopping experience?
- Can you suggest any additional features for better marketing?

# Information Gathering : Interview

Interview with Ashikul Haque Khan			
Author: Sadia Mobasshira ID: 180104014	Date: July 29, 2021	Time: 11:00 am	Duration: 15 mins
Participant:  Ashikul Haque Khan COO, Pencil Box		Comments:  This interviewee provided detailed, specific, honest reviews on this project...	

# Information Gathering : Interview

Interview with Sabiha Tabassum			
Author: Shawly Rohman ID: 180104013	Date: July 29, 2021	Time: 11:30 am	Duration: 15 mins
Participant:  Sabiha Tabassum BBA Student, BUP		Comments:  This interviewee provided detailed information about quality and price.	



# Information Gathering : Interview

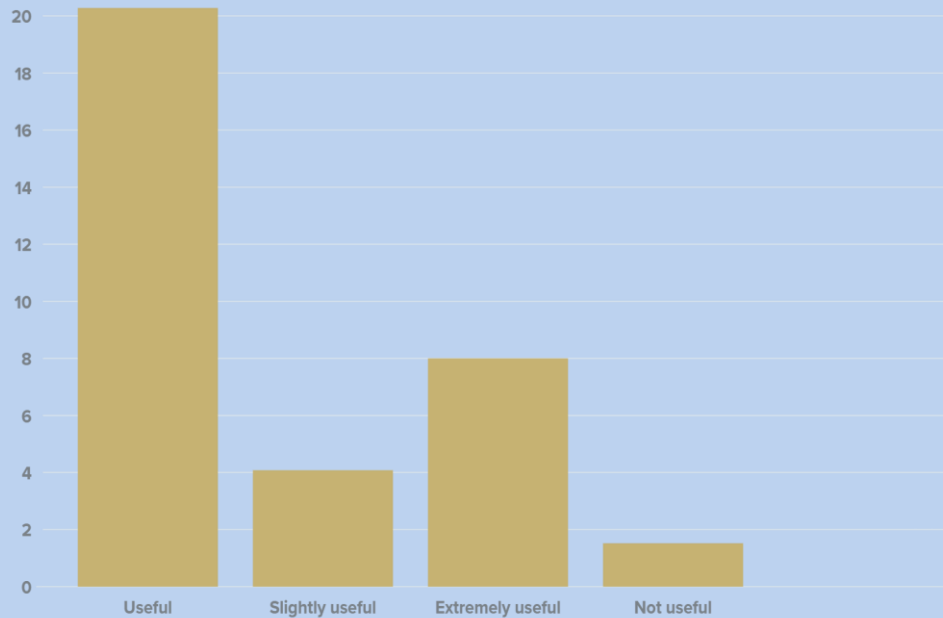
Interview with Arohi Sheikh			
Author: Jain Jannath ID: 180104023	Date: July 29, 2021	Time: 11:30 am	Duration: 15 mins
Participant:  Arohi Sheikh Online store manager, Mi Belleza		Comments:  This interviewee talked about a range of products, including customer service.	

# Information Gathering : Interview

Interview with Faisal Ahmed			
Author: Simanta Sarker ID: 180104010	Date: July 29, 2021	Time: 11:00 am	Duration: 15 mins
Participant:  Faisal Ahmed Customer		Comments:  This interviewee provided useful and constructive feedback on this project.	

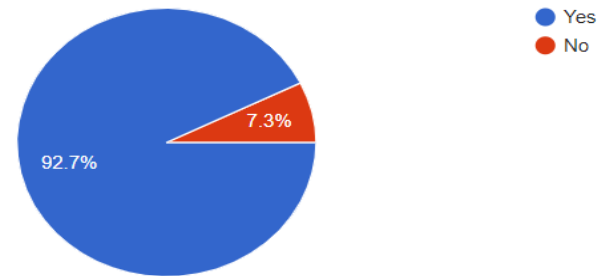
# Data Collection

People's observation about our application



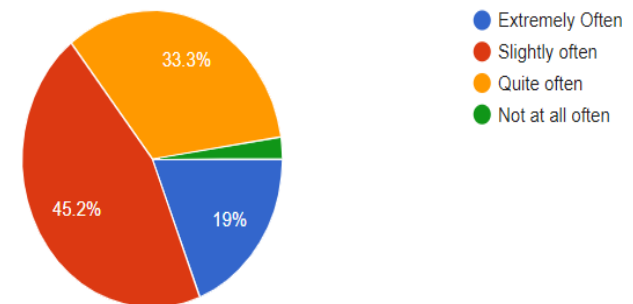
Do you prefer online shopping?

41 responses



How often do you buy products online?

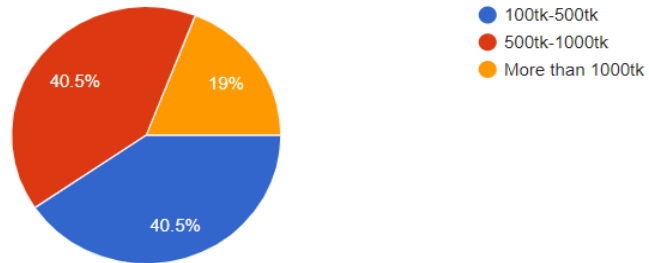
42 responses



# Data Collection

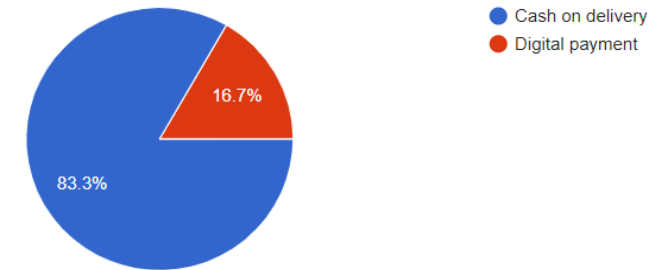
How much do you spend on online shopping every month?

42 responses



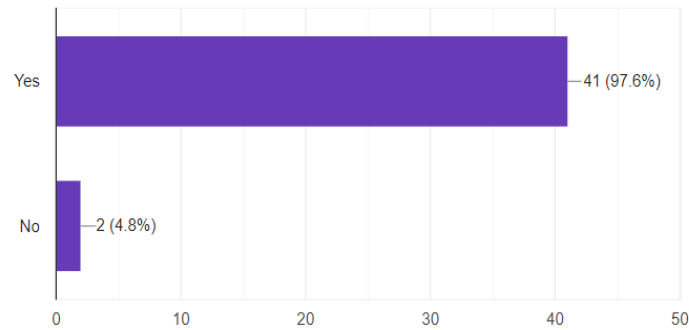
Which payment method do you prefer for online shopping?

42 responses



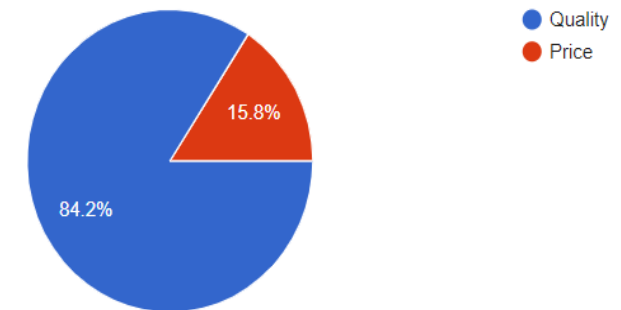
Would you like the products to be organized based on category ?

42 responses



Which do you prefer while buying online products?

19 responses



# Revised Requirement Analysis



Feature like sending message to the shop via this application which were mentioned by the interviewee will be included in the project



The most of the consumers are concerned about the security of the payment system. So the payment method will be only cash on delivery.



User friendly interface for the project needs to be ensured.



For security purpose they can hide some of their information.

# Summary and list of activities

The survey reveals that consumers shop online to save time, and for available varieties of products and services. Both male and female both have the same type of behavior towards liking factor; they like home delivery facility. Overall their online shopping satisfaction is positive.

## List of activities



# Conclusion

The information we gathered from the survey has helped us to find out some important issues about the project. After data analyzation and reverse requirement analysis we got further ways to improve our project. To maximize the impact on customers a revised list of activities has been made.

