

# Forever Diamonds Atlanta

Web Requirements Document

V1.0

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## 1 Objective:

This document provides understanding of the client's requirements for the creation of ecommerce website for a jewelry store.

## 2 Client Requirements:

### 2.1 Project Objective:

Project objective is to create a full ecommerce website for a jewelry store based out of Atlanta. The domain name is [www.foreverdiamondsatlanta.com](http://www.foreverdiamondsatlanta.com).

### 2.2 Scope:

The scope of this project includes dynamic ecommerce site along with admin panel that allows for full customization of the website by the client.

### 2.3 Resource Requirements:

### 2.4 Data Requirements:

Loose diamonds section will be an extract from another website. A sample file is available.

Products come from various different vendors, therefore the requirements for what is imported and displayed will be based on the information provided by the vendors. A sample file is available.

Customer information is entered when a customer registers

### 2.5 Assumptions, Dependencies and Risks:

Categories and subcategories will be dynamic and can be updated from the admin panel.

### 2.6 Schedule:

This website needs to be completed as soon as possible.

### 2.7 Deliverables:

Loose Diamonds:

- Emails sent to customer when a loose diamond information is requested.

Customer purchase

- Email sent to confirm an order – receipt like
- Email sent to let customer know their order has been shipped
- Email asking customer to rate the product

## 2.8 Quality Requirements:

Please ensure, there are no open defects before the website is delivered to the client.

## 2.9 Reference websites

Please refer to [www.kay.com](http://www.kay.com) or [www.zales.com](http://www.zales.com) to see functionality of other such websites.

## 3 Detailed Project Requirements:

Req. #	Name	Description
1	User Account	User is able to <ul style="list-style-type: none"><li>• Create an account</li><li>• Retrieve the account</li><li>• View current open orders</li><li>• View previous orders</li><li>• Update the account</li></ul>
2	Products	Products are <ul style="list-style-type: none"><li>• Displayed based on category</li><li>• One product can appear in one or many category and/subcategory</li><li>• User is able to search for the products</li><li>• User is able to sort the products</li><li>• User is able to filter the products based on gender, price, type</li><li>• User is able to select a product and see product details</li><li>• Each product can have 1 to 4 images</li><li>• Some products require selection of size such as ring – that should show up as a drop down</li></ul>
3	Product display	<ul style="list-style-type: none"><li>• Main page<ul style="list-style-type: none"><li>○ 3 or 4 new arrivals should be displayed on main page</li><li>○ 3 or 4 Top seller should be displayed on main page</li><li>○ Product categories should display on main page</li><li>○ Standard flow is expected from searching or viewing of product to buying and finalizing the checkout process.</li></ul></li></ul> Standard product details page with below items: <ul style="list-style-type: none"><li>• Back button link to go back to the products list page</li><li>• Main big image on the left and if more images available then below main image with thumbnails</li><li>• On the right side of the image, product name with the price on the same line on the right side</li><li>• Just below product name and price light gray colored</li></ul>

		<p>box should be showing description of the product</p> <ul style="list-style-type: none"> <li>• Below the description –additional characteristics of the product in table format will be displayed with light gray cooler in the background. This information should be captured while adding the product in admin panel</li> <li>• Quantity in text box and Add To Bag button link should be displayed below description</li> <li>• Products list shall be displayed in grid style in each row 4 to 5 depending on the resolution and best viewing experience</li> <li>• Small image shall be displayed in the grid when products list is displayed</li> <li>• Below the image Price will be displayed in \$</li> <li>• Sorting functionality should be available as standard giving user a preference to sort the product by price, most popular etc.</li> <li>• On top and Bottom of the list page numbers with next and previous should be displayed</li> </ul>
4	My Bag	<ul style="list-style-type: none"> <li>• Cart is displayed as a bag and includes count of all items selected</li> <li>• by default this should show 0 items and gets updated when customer adds the item into basket.</li> <li>• Once item has been added into My Bag, if user clicks on My Bag then his/her chosen products should be displayed with small thumbnail with product name, quantity and price. All selected products shall be displayed here along with Discount/Promo Code box where user can enter the valid coupon/promo code.</li> <li>• Mainly this should be shown with standard My Bag or My Basket information with Continue Shopping and Checkout button link.</li> </ul>
5	Admin Panel	<p>Dashboard – shows summary of total orders, pending orders etc.</p> <p>Order –List of orders placed by customers along with status and details</p> <p>Product – section to add/modify/delete products, also bulk import of products with images from excel</p> <p>Category – section where categories and subcategories are defined along with priority</p> <p>Tax – Tax % set by admin user, which applies to orders from particular state only. Only the state where the store is located in this case (Georgia)GA. Not all the states with United States</p> <p>Customer – section to show details of registered customers and their address details</p> <p>Coupon – section to generate coupons/promo code, which is displayed on the homepage or sent to customer via ad email</p> <p>Carrier –post/parcel information or setting up charges if any</p>

		<p>Pages –CMS to add additional pages</p> <p>Loose Diamonds - excel file that includes all</p> <p>Allow mass emails for promotions</p>
6	Emails	<p>Emails should be sent for</p> <ul style="list-style-type: none"> <li>• New account setup</li> <li>• Password reset</li> <li>• Order placed</li> <li>• Order shipped</li> <li>• Loose diamond inquiry received</li> <li>• Loose diamond inquiry response</li> <li>• Once order has been shipped for two weeks, to review the product</li> </ul>
7	Product Review	<p>Scale of 1 to 5 –5 being best</p> <p>In addition to selecting a numerical value for the rating, typing in a short comment</p> <p>Displaying comment and rating on the product description page</p>
8	Create your own	<p>Need a section called Create Your Own using filters. Please see below link for more idea, where on the left different filter options are defined and based on the selection products are displayed.</p> <p><a href="http://createyourown.helzberg.com/Configurator/Var/Apps/EngagementRing/HelzbergCYO.aspx#_ga=1.91565146.1388445317.1427229925">http://createyourown.helzberg.com/Configurator/Var/Apps/EngagementRing/HelzbergCYO.aspx#_ga=1.91565146.1388445317.1427229925</a></p> <p>Below filters are required for this:</p> <p>The filter on the left should allow for filters for</p> <ol style="list-style-type: none"> <li>1 Price</li> <li>2 Gender</li> <li>3 Metal Type</li> <li>4 Diamond Shape</li> <li>5 Carats</li> </ol>
9	Common Filter	<p>Displayed for all the products</p> <p>Gender – Men, Women –excepts where they are used as categories for example gifts for her, gifts for him, watches for her, watches for him</p> <p>Price Range –\$0 to \$500, \$501 to \$1000, \$1001 - \$2000, \$2001 - \$5000, \$5000 and Above</p>
10	Coupon Functionality	<ul style="list-style-type: none"> <li>• Discounted price needs to be shown if the product is set for discount. For Example: if a product selling price is \$200 but now the price is \$180 then the actual price should be displayed as <del>\$200</del> and discounted prices is shown in <b>\$180</b></li> <li>• Coupon can be applied to a particular category or particular item type such as bridal rings</li> </ul>
11	Additional Pages	<p>Bottom of the homepage should display below links, these links should be common in all the pages and ideally pages can</p>

		be created dynamically: About Us, Home, Diamond Education, Watch Education, Get in Touch
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3.2 Loose Diamonds

Please refer to <http://www.foreverdiamondsatlanta.com/loose-diamonds/> to see current design. For the most part it does show what we want to display just need to be a better display.

There is a need to show static link for Loose Diamonds. Products which are displayed under this page will be uploaded from excel which will be available to user on monthly basis. Any product detail section of this page will not have checkout option and instead a form to send an inquiry to the owner with selected product.

We will allow the users to filter specific diamond, metal and ring setting. We are not customizing it. We are not aiming to create custom rings.

This should be displayed like below but in form of new design of the website. Also, no other button links are needed which are shown below filter box i.e. Refresh, Email All etc.

We do need Filters for the data and a clear all to clear out the filters. Some of the loose diamonds will have images associated with them, please be aware of that before designing this page.



5 Security Requirements:

Since this is an ecommerce site, we need to ensure we are covered with a ssl certificate. We had one purchased for this site already. We can get you the details when necessary. We are not storing any credit card information on the site itself.

6 Support and Maintenance Requirements:

We can talk about what support is included with the development of this custom size.

## 7 Communication Schedule:

Once we are in development and testing mode, we can have a standard call setup. Until then a weekly update will be sufficient.

## 9 Target Users

This site should only be used within United States as the client is not willing to ship internationally. Tax for the items purchased from this site will only be applied for users living in state of Georgia (GA).