Final Specification and Rationale

# Main Shop

The final specification was limited due to time constraints described in the report and there were several additional features to be added but insufficient time was available:

* Add items to basket
  + Allows users to continue browsing shop, adding more items and purchasing multiple items at one time, significantly improving user experience.
* Quick basket view
  + Users can check contents and total cost of basket whilst browsing the shop without having to navigate to a different page.
* Full basket and checkout
  + Users can view the contents of their basket and make changes to quantity or remove items before proceeding to checkout.
  + Basket item quantities and prices are updated to account for any reduction of stock or price change and prompts are displayed in the basket to inform the user of the change
  + Checkout shows summary of items and total cost to ensure users are fully aware of what they plan to purchase and the cost.
* Product detail pages
  + Users can view full details of products including full product specifications, if added.
* Compare products
  + Users can add up to 4 items to a compare list and then view them side by side to make quick comparisons between price, appearance and specifications
* Track order
  + Customers are able to view the status of their placed orders by using their order reference number provided at time or purchase
* Out of stock
  + Items which are out of stock cannot be added to a customer’s basket to avoid complications in ordering items which are not in stock. Messages are displayed when an item is out of stock
* View items by category
  + Items can be filtered by the category they are in to make searching and browsing easier and less confusing.
  + Parent categories will show products in subcategories as well as products directly in the category itself
  + Category navigation follows a ‘drill down’ approach where the upon products from a selected category are loaded, that categories subcategories become available to view
* Search for items
  + An instant search bar allows users to quickly search for products anywhere on the site
  + User can search in currently loaded items or in main departments of the shop
* Responsive design
  + Increase in the use of smaller, mobile devices made this more of a requirement
  + Design is responsive to width, height and orientation in order to optimise viewing experience on different platforms

# CMS

* View summary of shop
  + Provides clear picture of status of the shop; user can see total items, those low in stock/out of stock, and brief breakdown of categories.
* Add /Edit/Delete Products
  + An essential part of an ecommerce CMS
  + Layout and process was planned with simplicity and functionality in mind, aiming to improve user experience (i.e. simple click and type editing of fields in tables to update records)
* Image upload
  + Provides ability for user to upload multiple pictures to improve customer experience on the other side
  + Preview of image before submission enables user to easy upload and view a number of pictures before deciding on which ones to use
* Category selection tree
  + Most users should be fairly familiar with a similar type of navigation system to the method of selecting categories.
  + Interface provides a smooth, easy to use (rather than searching up and down a drop down menu) and familiar method for selecting categories
* Add custom attributes
  + Improves customer experience
  + Provides quick way for user to enter descriptive product data/specifications without having to worry about formatting as fields as displayed in a familiar tabular style in front end
* Tabular display of data for editing
  + Easier to view, search and order records to find items quickly
  + Editable cells make updating records incredibly simple
* Add/Edit/Delete Categories
  + Categories make searching products much easier
  + Logical groupings of categories also help for management of products and statistical analysis of sales

# Admin

* Order Management
  + Grouped by pending dispatch and awaiting delivery for easy use for admin to update status of orders.
  + Can view order products (information must be available in order to dispatch correct products).
  + Logical tabular form layout
* Stock Management
  + User is notified of low stock, important for keeping on top of stock levels and availability in order to replenish stock promptly.
* Site Customisation
  + Ability to customise site name makes product more adaptable for different users and provides a level of flexibility to existing users.

Several features were omitted due to complications in the implementation or time constraints, including: drag and drop products to basket, touch swipe products to reveal details in mobile, advanced searching and ordering of products in main shop, and pagination.