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| **Functional and Non-Functional Requirement for E-commerce Website** |

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| **Functional Requirement** | **Non-Functional Requirement** |
| **Mobile Friendliness**:-It’s no secret that mobile responsive apps bring more traffic to the website.  ex:-PDP should be adapted to the screen of Apple iPhone 6s and above. | **Usability:-** No matter size of business, website should be intuitive and easy to use. It takes about 0.05 seconds for users to figure out the website is worth their time and attention.  Ex:- A customer should easily find the right product for them, understand what problems it solver, and make a purchase without contacting us.  No multistep checkout: user must reach the ‘add to cart’ button in one step from PDP. |
| **Product Attributes**:- PDP will include various product characteristics, and the development agency should know about them to implement the corresponding features. Will the customer be able to choose a product size and color.  Ex- the website should support simple and bundle product types.  Product images in the product details page should have the option to zoom in. | **Security:-** Security is paramount while dealing with monetary transactions and sensitive data.  Ex:- Only the system data administrator can assign roles and change access permission to the system.  The website must be resilient to any type of attacks, including DDoS and XSS attacks. |
| **Order and Checkout Flow:-** functional requirements should specify how the orders are processed in store and whether this functionality should be optimized. In particular, indicate whether you want the customer to register to make a purchase or enable a guest checkout.  Ex:-the website should show the following order statuses: confirmed, processing, shipped, returned.  After the customer is registered on the website, they should receive one year of warranty on the purchased order. | **Performance:-** Performance increases website traffic, so performance should be the priority NFR in specification document. This NFR is often found in briefs from large enterprises or websites with legacy architecture: they want their e-store to load fast no matter the number of integrations and sales session.  The website’s home page should load in less than 4 second on iOS 10+ Safari on 4G. |
| **Social Sharing:-** Online presence goes alongside social media presence in ecommerce. Allowing a user to share website’s content on social media leads to higher brand awareness and bring  closer to present and potential customers.  Ex:- Product info should be shared in Facebook , instagram, pinterest, and Linkedin.  User comments from Facebook should appear on the product detail page in the ‘customer Reviews’ page. | **Maintainability:-** it is widely known that the tricky part of planning a business budget is accounting for the operational coast of business maintenance. Striving to make the website maintainable from the initial development phase means cutting the time cost to identify and resolve the system faults in the future.  Ex:- Because we are looking to grow, the website should remove all the back-end complexities for in- house engineers to make changes to the system in the future. |