Document Title: Vision and Scope for "ShopMaster_360 E-Commerce Platform"

1.1 Introduction

- **Purpose:** Rambhai (Imaginary character 😄),a successful retail store owner in Surat, aims to expand online with **ShopMaster_360**, a scalable e-commerce platform to enhance reach and sales.
- **Document Status:** Draft v1.0
- **Authors:** Telar Karan – As a Product Manager & Software Architect.

1.2 Vision Statement

"Provide a cutting-edge e-commerce platform where customers can easily browse, customize, and purchase products with minimal friction, leveraging modern technology and scalable architecture."

1.3 Business Goals and Objectives

1. **Increase Online Sales:** Achieve a 20% sales in online revenue within the first year of operation.
2. **Improve Conversion Rates:** Reduce cart abandonment by 20% through faster page loads with Single page SSR compared to competition who still uses Multipage SSR.
3. **Scalability and Availability:** Support up to 10,000 concurrent users with 99.9% uptime.

1.4 Scope Definition

- **In Scope:**
    - Core e-commerce functions (catalog, shopping cart, checkout).
    - SSR-based user-facing site for improved SEO and fast rendering.
    - Microservices for catalog, orders, payments, and user management.
- **Out of Scope:**
    - Personalized recommendation system

1.5 Key Stakeholders

- **Business Owner:** Rambhai
- **Technical Leadership:** Telar Karan

1.6 Success Criteria

- **Technical:** Must handle 10,000 concurrent users within a 2-second page load time.
- **Business:** 30% revenue growth in 12 months post-launch.