***Project:* E-Commerce Website**

**Project Members:**

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INTRODUCTION:

The aim of this document is to gather and analyze and give an in-depth insight of the complete **Avore Online Gift Store (E-Commerce Website)** by defining the problem statement in detail.

PURPOSE:

This project is aimed at developing online craft/gift shopping that is of significant to those people who use internet. It is an application that can be access by all the people and can save their time instead of doing traditional shopping. Customers find a product of interest by visiting the website or do a search across many different vendors using a shopping search engine.

**SCOPE:**

Primarily, the scope pertains to the E-Store product features for making Marvel Electronics and Home Entertainment project live. It focuses on the company, the stakeholders and applications, which allow for online sales, distribution and marketing of electronics

**GENERAL OVERVIEW:**

Online arts / crafts based e-commerce store.  
The business will comprise of a variety of online stores. The stores will be owned by independent artists, as well as brand owners of the Pakistani handicrafts/arts industry, that is. Basically, the industry that comprises of selling handmade products within Pakistan.

BUSINESS OVERVIEW:

**(B2C – Business to Consumer) Website**

**BUSINESS MODEL:**

1. ***VALUE PROPOSITION:***

Customization, selection and convenience – your favorite art piece at your door step, the way YOU want it to be!

1. ***MARKET OPPORTUNITY:***

The target market includes the local Pakistani handicrafts community/local artisans and artists – both independent as well as brand owners.

1. ***COMPETITIVE ENVIRONMENT:***

The following local and global competitors are involved:

1. ***LOCAL COMPETITIORS:***

Dastkari.pk  
Dastkari.pk is the first mover within this field in Pakistan.

1. ***GLOBAL COMPITIORS:***

Etsy, EBay.  
Etsy is an online community of artists – Etsy’s market is the market of handmade products.  
EBay, on the other hand, provides a lot of artists the opportunity for online auction sales (selling via online bids of sellers and art collectors) as well as online stores for brand owners.

**REVENUE MODEL**Avore’s revenue generation will be based on the following:

1. **Subscription Charges:**

Revenue generation through subscription fees.  
The subscription fees will be paid on a monthly basis and will be around Rs.3000 per month.  
These subscription charges will be for brand owners only and Independent artists will be provided a free sign up and will not be accounted for subscription charges.

1. **Transaction Fee Charges:**

No listing charges will be implemented. This goes for both independent artists, as well as the craft owners.  
However, a 25 % transaction fee will be generated for every product that is sold on Avore’s website. This transaction fee will be for independent artists only, and not the brand owners or the industry professionals.

**SPECIFIC REQUIREMENTS:**

**System Requirements**

* Allow customers to view products online
* Allow customers to make purchases online
* Customers are able to make payments from credit card
* Product descriptions must be easily maintained and updated by admin
* Login/ register for user/guest user.
* Add to shopping cart.
* Allow users to review product.
* Fast customer ordering system
* Information needed to created order form
* Perform Product searching
* Customer information
* Billing information (credit card)
* Shipping information (if different from customer)

**Information Requirements**

* Information needed to created order form
* Product selections
* Customer information
* Billing information (credit card)
* Shipping information (if different from customer)

**USER CASE:**

**Primary Actor:** Customer and Admin.

**Level:** user goal

**Pre-condition:** User should be familiar to internet

**Guarantees:** online desired purchase by customer

**Trigger:** customer visits website

**MAIN SUCCESS SCENARIO:**

1. Visit the site
2. Login
3. Search for items
4. Browse and view items
5. Review products
6. Add items to shopping cart
7. Edit items in the shopping cart
8. Remove items from shopping cart
9. Check out the shopping cart
10. Check order status
11. Log out
12. Leave the site

**EXTENSIONS:**

2(a): If customer is a guest user

2(a1): prompt to provide name and email or signup for account.

2(a2): cancel the prompt messages and continue browsing.

9(a): If customer is a guest user

9(a1) prompt to provide name and email id before succeeding check out.

**Maintenance Related Use Cases and Misc.**

1. Edit (Change, Delete) Customer Info
2. Inquire about ... via email
3. Maintain (add, change, delete) Inventory
4. View Order Summary

Use Cases Description:

**Login:** The customer can login to the e-Commerce shopping system by enter his user name and password. The system will verify that the login name matches the login password. If they do not match, error message will be indicated to the customer.

**Add to Shopping Cart:** When the customer finds the products he wants; he adds them to the shopping carts. The system will store and keep track the information of the products that have been added into shopping cart.

**View Shopping Cart:** The customer can request to view the contents of the shopping cart. The system will return the contents of the shopping cart to the customer; the unit price and total price will be shown as well.

**Update Customer Info**: The customer can request to update their customer info. Customer information includes the relative information of customer such as username, password, address, etc. The system will display the current customer info to the customer. The customer updates the customer information and the system will store the updated customer info in the system database. After one successful purchase, the payment information is also stored in customer information.

**Register:** If the customer is a new user, he can request to register with the system. The system displays a registration page and asks the customer to choose a login name (email address of the customer) and password. The customer is also required to enter their name and address. Shipping information and credit card information are optional entries at this point.

**Enter Shipping & Credit Card Info:** When the customer requests to checkout and he does not have credit card information stored at this point (system cannot find his payment information), the system will prompt credit card information page. The customer will be given a choice on whether he wants the item shipped to his stored address or to an alternative address. The input payment information will be save into the order form.

**Verify Credit Card:** When the customer checks out, the credit verification company validates the customer’s credit card when given the customer’s name, credit card number, and expiration date, and then returns the validation result to checkout department (sales person). If the response shows that the credit card is invalid, the customer will be asked to re-input his payment information.

**Update Product Info:** The admin update products information. This includes the products price, description, brand, title, or number. The system will save the updated product information in the database.

**Update Inventory:** The admin update inventory. The system will update the product information in the database.

**Ship Products**: After getting the order request, the hired courier company like Leopards will ship the order products to the customer within three to five business days.

**Checkout:** When the customer finishes shopping, he requests to checkout. If the payment information of this customer already exists, the system prompts the customer to review or input a new one. The system then forwards the credit card information to credit Verification Company. If the credit card is invalid, the customer is given the option to use another credit card or just cancel the order. If the credit card is valid, the order form will be processed by the system and checkout is complete.