Deliverable #2

Sophie Vu / 300113938

Christian Tchoutang 300101550

Sukhraj Bhogal 300012635

Ayman Fakri 300120735

SEG4105 - Software Project Management

Andrew Forward

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01 Meeting #1 : Reviewing Potential Bets

A. Meeting Minutes

Location	Virtual
Date	10/17/2023
Time	~120 minutes (~30 minutes per pitch)
Attendees	Sophie, Ayman, Christian, Sukhraj (Mandatory)

B. Agenda Items

Sophie's pitch presentation (~30 minutes)

Problem	Decentralized admin functionalities for sellers mitigates their ability to succeed on the platform.
Solution	Create an admin dashboard.
Rabbit holes	No user customizability, no external tool integration, no analytics features.
Comments	- Developing a comprehensive UX onboarding process would necessitate a significant amount of time and rigorous testing.

Ayman's pitch presentation (~30 minutes)

Problem	Customers are not being provided the necessary information to make confident purchasing decisions.
Solution	Create a product review and rating feature.
Rabbit holes	More effort than anticipated, verifying users is challenging.
Comments	Will also help build brand reputation.

Christian's pitch presentation (~30 minutes)

Problem	Existing purchasing process fails to create an effective user-flow for customers that want to buy more than one item.
Solution	Create a a shopping cart feature.
Rabbit holes	Opening up the possibility of making bulk purchases may encourage users to explore the different products and distract them from their original task of purchasing items.
Comments	This feature is consistent with other e-commerce platforms and would meet new users' expectations of how they can interact with the website.

Saibi's pitch presentation (~30 minutes)

Problem	Lack of distinction between products a customer is interested in and products a customer is planning on buying increases purchasing abandonment.
Solution	Create a wishlist feature.
Rabbit holes	No user customizability
Comments	Would require the existence of a shopping cart first.

02 Meeting #2 : Placing Our Bets

A. Meeting Minutes

Location	Virtual
Date	10/18/2023
Time	~60 minutes
Attendees	Sophie, Ayman, Christian, Sukhraj (Mandatory)

B. Agenda Items

Discuss potential bets / initial questions from the developer

Question #1: Which feature is the most important for our business goals and user needs?

Admin Dashboard	Fundamental for tracking orders,and handling customer issues. Doesn't directly impact the customer experience unless it leads to improved service.
Product Reviews and Ratings	Enhance UX by helping customers make informed decisions + increase trust in products sold on the platform.

Shopping Cart	Fundamental feature since customers cannot purchase multiple items at once. This could significantly impact sales.
Wish List	Enhance UX by allowing customers to save items for later. Provide data about customer preferences.

Question #2: How much effort would it take to implement the feature?

Admin Dashboard	Complex feature. Secure login system + user-friendly interface + integrating with other systems for order tracking/customer management. A lot of effort.
Product Reviews and Ratings	Requires a moderation system to prevent spam or inappropriate content. Moderate effort.
Shopping Cart	User sessions + integrating with a payment gateway + inventory + shipping + taxes. A lot of effort.

Wish List	User account management + saving/retrieving user data. Less effort.

Question #4: What are the risks associated with each feature?

Admin Dashboard	Ensuring security + privacy since sensitive data is handled. May not provide all necessary functionalities / not user-friendly.
Product Reviews and Ratings	Handling spam. Negative reviews impacts sales.
Shopping Cart	Ensuring secure transactions. Handling inventory to prevent overselling.
Wish List	Ensuring user data privacy. Poor UX.

Question #6: What will be the maintenance cost of these features in the future?

Admin Dashboard	High maintenance cost due to frequent updates + new functionalities.

Product Reviews and Ratings	Moderate maintenance cost to handle user reports.
Shopping Cart	High maintenance cost for handling payment gateways + taxes.
Wish List	Low maintenance cost.

Cycle plan / draft of initial cycle plan

Who is available?	Sophie, Ayman, Christian, Sukhraj
What are the current business priorities?	1. Attracting new customers and retaining existing ones. 2. Increase the average order value and the frequency of purchases. 3. Brand Building and creating a unique identity for the business that distinguishes it from competitors. 4. Customer Satisfaction through a smooth shopping experience is crucial. 5. Streamlining processes to reduce costs and increase profitability.
What kind of work will they be doing?	The developers will implement the feature functionality and handle database models, APIs, and business logic.

	The UX designer will design the UI/UX and create wireframes, prototypes. They will also collaborate with developers. The tester will ensure features function properly by writing test cases, performing manual and automated testing.

Action items / what are the next steps?

Picking the winning pitch!

03 Winning Pitch Updates

A. Identifying The Winning Pitch

The winning pitch is the shopping cart feature. Similarly to most e-commerce platforms, it is fundamental for our app because it affects the user's product selection and purchase.

""Imagine a shopping experience that's not only seamless but also incredibly user-friendly. In our quest to create an app that stands out, the winning pitch is – the shopping cart feature.

Much like the backbone of most successful e-commerce platforms, the shopping cart is the unsung hero that significantly influences how our users select and purchase products. It's the bridge that connects the 'browsing' to 'buying' in the most effortless and enjoyable way.

With this feature at the forefront of our development, we're committed to delivering a shopping experience that's not just about buying things but making it an absolute pleasure to do so. Join us on this journey, and together, let's redefine shopping for our users, making it a joy from start to finish.""""""

B. Updated Pitch

Our platform's existing shopping cart is not user-friendly, which hinders user experience and sales. In order to address this issue, we will design an easy-to-use cart for adding, viewing, and updating items. The cart will be accessible from all pages, and also clearly displays the current total price. To avoid potential distractions, we will focus on facilitatating user experiences and increasing sales.

"Our current shopping cart on the platform falls short in terms of user-friendliness, negatively impacting both the user experience and our sales figures. To rectify this issue, we are embarking on a redesign project aimed at creating an intuitive and user-friendly cart system. This enhanced cart will enable users to seamlessly add, view, and update items, and it will be readily accessible from every page. Additionally, it will prominently display the current total price, ensuring transparency. Our primary focus is on streamlining the user experience and boosting sales, with a commitment to minimizing distractions along the way."

04 Discussion

A. Does the problem matter?

Yes, the problem is important. The shopping cart on an e-commerce app is crucial since it affects sales and makes customers satisfied. If the cart isn't user-friendly, customers might not complete their purchases, which will cause sales to be lost. In fact, about 70% of people don't abandon their shopping cart, and how easy the shopping cart is to use is a big part of that.[1]

B. Is the appetite right?

The appetite for this project is right. Given the importance of the shopping cart feature, investing a lot of time and resources into it is justified.

C. Is the solution attractive?

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[1] *A complete framework to create an amazing shopping cart UX*. (n.d.). https://www.hotjar.com/ecommerce/ux/shopping-cart/

Yes, the solution is attractive. An intuitive shopping cart can encourage purchases and increase customer retention[23].Features like viewing added items, updating quantities, saving items for later, and seeing related product suggestions can make the shopping process more enjoyable.

D. Is this the right time?

Since improving sales and user experience is a priority and there are no other conflicting projects, yes, it is the right time.

E. Are the right people available?

Yes, considering the availability of the developers, the UX designer and the QA tester, it is safe to say that the right people are available. The developers are experienced in app building, the UX designer understands user behavior in online shopping contexts, and the tester can ensure the feature works as expected.

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[2] *Shopping cart design: patterns for better conversion*. (n.d.). Copyright © Justinmind 2023. All Rights Reserved. https://www.justinmind.com/blog/shopping-cart-design/
[3]Lorincz, N. (2023, April 17). 28 Shopping cart abandonment statistics You Must know in 2023 - OptiMonk blog. OptiMonk - Popups, Website Personalization & a/B Testing in One Toolset. https://www.optimonk.com/shopping-cart-abandonment-statistics/

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