

Example Requirements Document

Goals and Context

Note: This section is used to give wider context to the development team and to ensure everyone is working to the same goal.

What is the goal?

Our goal is to create an ecommerce website that brings all the small independent organic skincare brands together.

What problem does this project solve?

Currently many organic skincare brands are small and do not have great distribution channels to the customer. By consolidating all these niche and independent brands we will consolidate multiple purchase occasions into just one. Simplifying the process for the end user. While the cost of bringing together so many wholesalers is high, it will be offset by the higher margins on these higher margin products.

What is the vision?

By consolidating the large but fragmented independent organic skincare market, there is the opportunity to create one brand that stands for the entire industry. This brand would represent the honest and wholesome values to all products on the website. Creating this brand will enable the website to better compete against the larger established skincare wholesalers..

User Personas

Note: Three example profiles have been included. Depending on the complexity of your product you may need more. Typically we use at least 3 external users and all key internal users.

The following are the three key user personas that will use the e-commerce website.

Young Professional

User Type	Website User (External)
Occupation	Personal Assistant

Name	Sam Smith
Gender	Female
Age	34
Education	College
Location	New York, NY
Objective	Sam works long hours and no longer has the time to research and buy skincare items. She wants to be able to quickly find her favorite brand and product using the website search feature and order for same day delivery to make sure she never runs out.

User Type	Website User (External)
Name	Lucy Stevens
Occupation	Magazine Editor
Gender	Female
Age	45
Education	University
Location	New York, NY
Objective	Sam is often featured in the media and asked about her cosmetics choices. She wants to be seen as caring about the environment while keeping up with the latest trends. Currently she spends a lot of time searching for new products. She would like to be able to view side by side comparisons of the details of each product to be sure it is certified organic for example.

User Type	Admin (Internal)
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Name	Dave Mattheson
Occupation	Website Content Manager
Gender	Male
Age	27
Education	University
Location	San Francisco
Objective	Dave is an employee of the e-commerce website. His role is to write content for the website based on the newest trends and products. He wants to be able to see products as they are ordered and before they go live so he can alter copy and imagery and ensure consistent tone through the website. He also needs to know what products have been ordered to write relevant blog copy ahead of products being listed.

Site Admin

User Stories

Note: This section list high level and key user stories (often called Epics) that the website must support upon completion of the MVP (first) release. The typical format to use for stories is: As a <type of user>, I want <some goal> so that <some reason>.

Website Users

As a Website User, I am busy and have little time to buy skincare products. I want to be able to purchase products quickly and painlessly. Ideally with one click purchasing.

As a Website User, making the correct product choice is vital. I want to see my product options side by side so I can make an educated choice quickly.

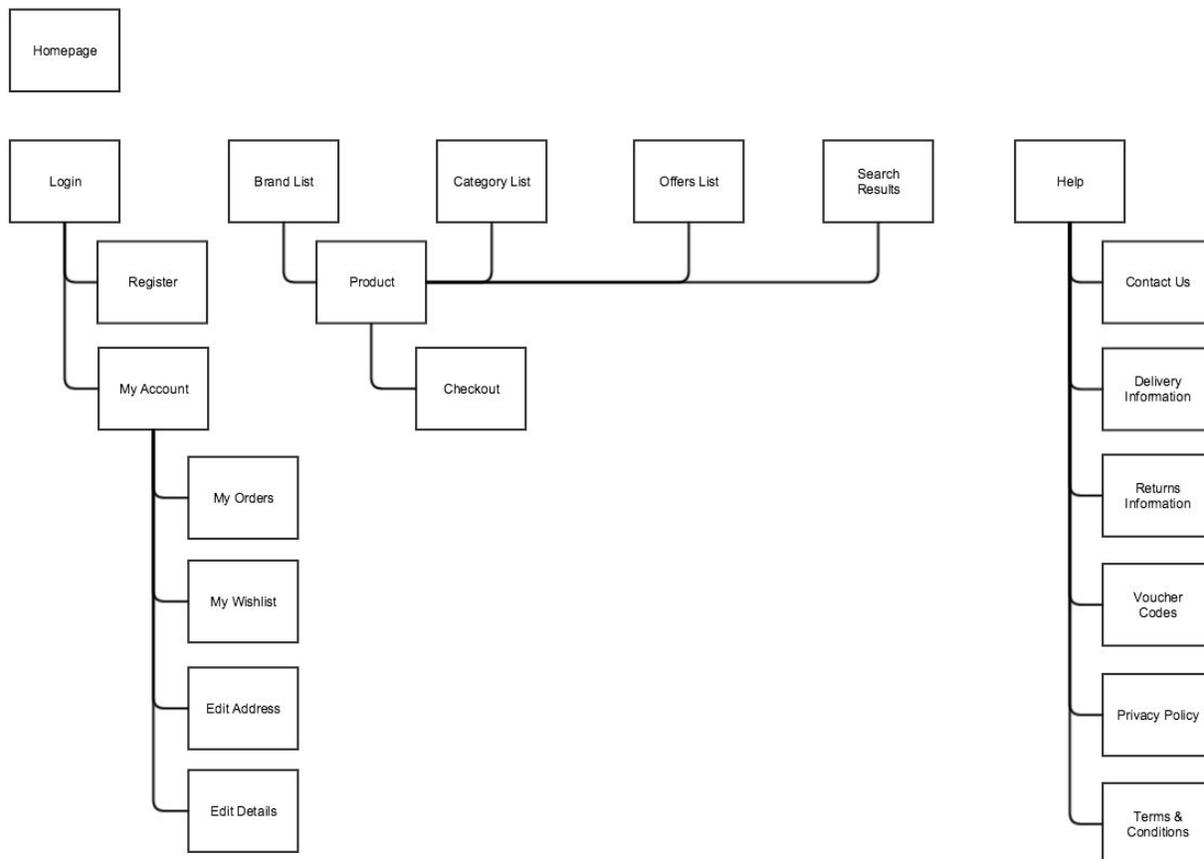
Website Admin

As a Admin, I want to be able to see new products and products categories as they are ordered so I can write content for the website.

As a Admin, I want to be able to track performance of product titles so that I can see what copy

best converts to sales.

Sitemap



Page Descriptions

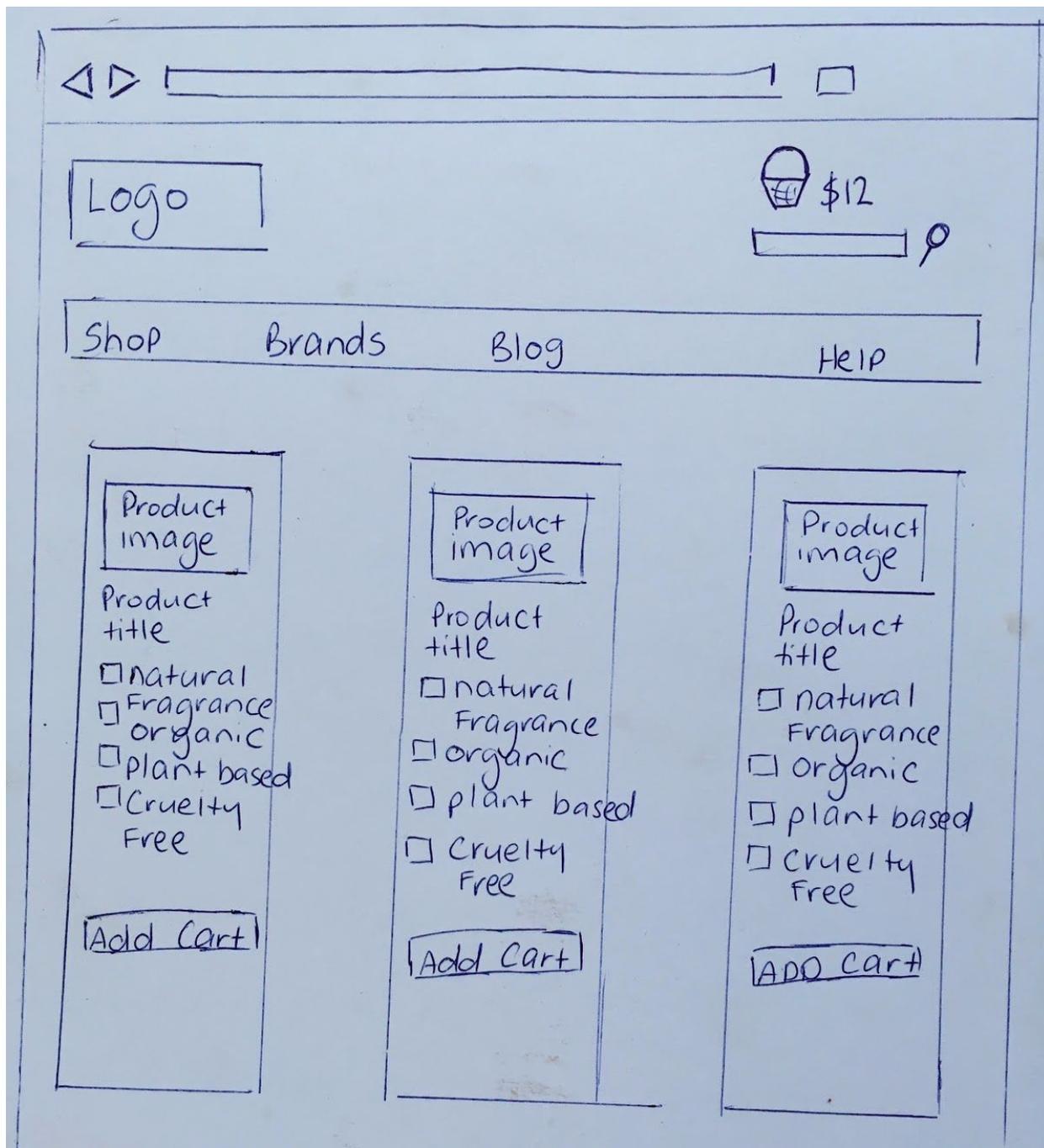
Page	Items
Homepage /	<ol style="list-style-type: none"> 1. Hero Branding Area 2. Featured Products Section 3. Browse Categories boxes 4. Search form
Category Page /category/:category_name	<ol style="list-style-type: none"> 1. Featured Category Products 2. Product filters 3. Product list

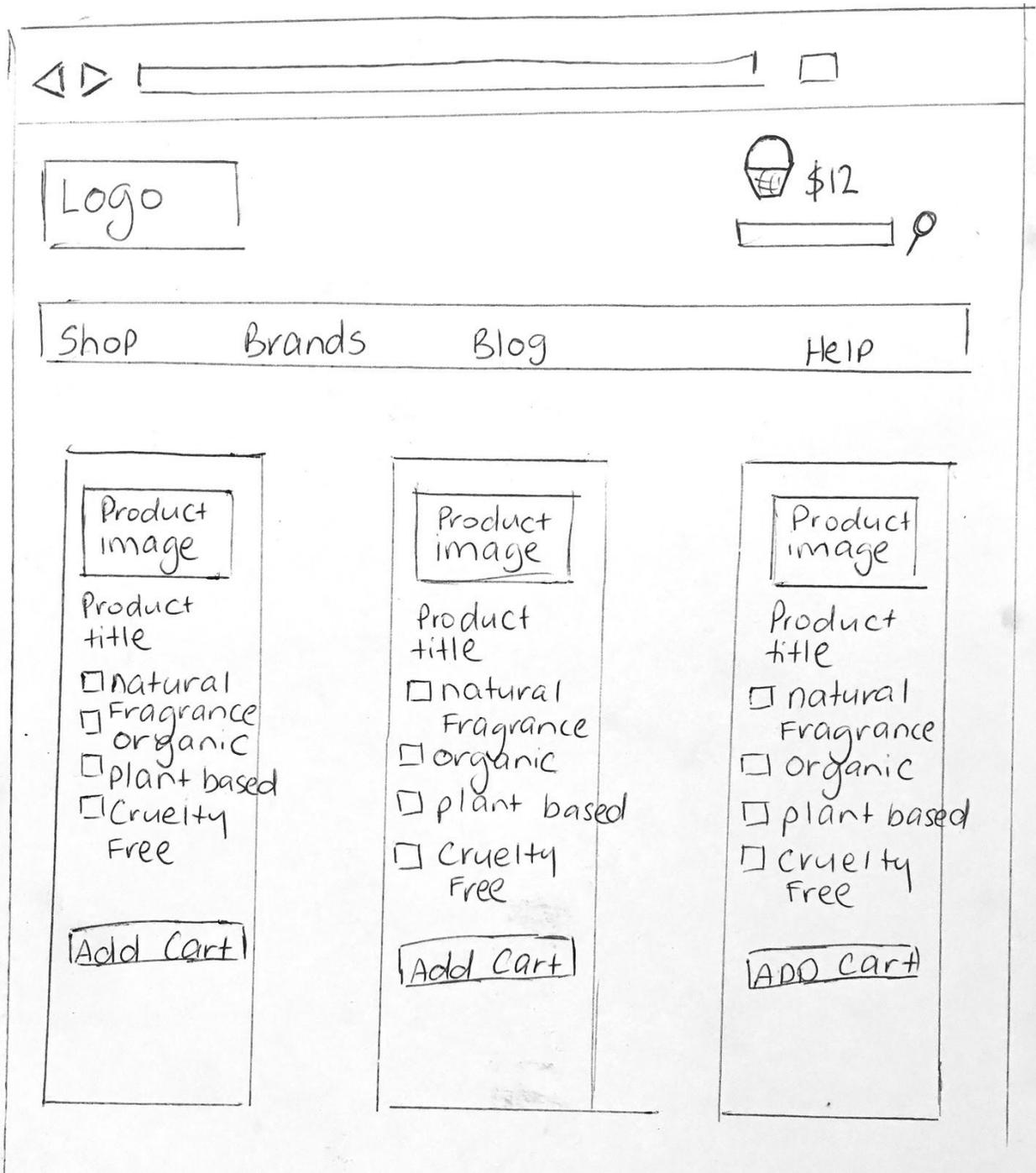
Product Page /product/:product_id	<ol style="list-style-type: none">1. Product Image2. Product Title3. Product Description4. Add to cart button5. Sizing Chart6. Product Specifications7. Product Reviews
Checkout Page /checkout	<ol style="list-style-type: none">1. List of items in cart2. Proceed to payment button3. Ability to change quantities in cart

Wireframes

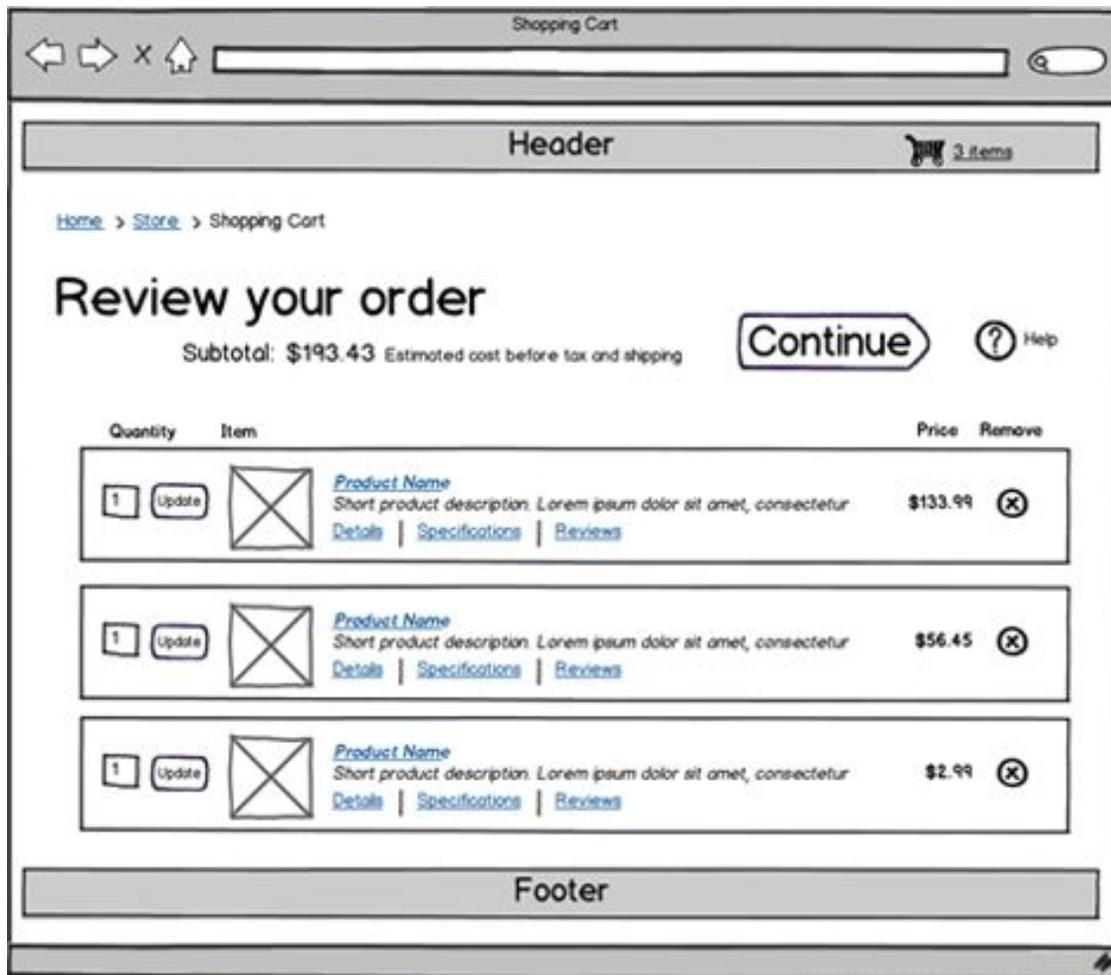
Note: Below are two examples of wireframes. One is a sketch of the side by side comparison module. Sketches are quick and if done correctly are enough for the development to work with. The other wireframes is of the cart page and was created in Balsamiq, a prototyping tool. While these tools offer more features and consistency they are time consuming and not always required.

Wireframe 1: Pen & Paper Sketch





Wireframe 2: Prototype Tool



Non-Functional Requirements

1. The application must be built in Ruby on Rails
2. The application must be hosted on AWS
3. The application must use Stripe for payment processing
4. The application must work in all modern browsers
5. The application must be responsive (work well and look good on all screen sizes)
6. The application must be able to support 1000 simultaneous users

Risks

7. Our predictive recommendation engine, which is a key differentiator for our startup, may be difficult to code.
8. Our business account may not be approved with Stripe.

Future Iterations

Below is a list of all future features that will not be featured in the MVP release, but are important to keep in mind.

Feature	Description
Shopper Alerts	A feature that will email users when a product that was out of stock that they viewed is back in stock.
Wish List	Ability for a user to save an item to their wish list.
Mailchimp Integration	When a user creates an account automatically add them to our mailing list using the Mailchimp API.