**REQUIREMENTS DETAILING FOR ECOMMERCE**

1. **Objectives**
2. What are the primary objectives of the new website / e-commerce?
3. Kindly list down short-term and long-term goals for the new website.
	1. Short-term goals (list down)
	2. Long-Term goals (list down)
4. What should the new website / ecommerce site communicate?
5. **Target Audience**
6. Who is your intended audience in terms of:
	1. Age, Gender, Location

| Demographic | Primary Target | Secondary Target |
| --- | --- | --- |
| Age |  |  |
| Gender |  |  |
| Location |  |  |

* 1. Interests

| Persona 1: [Name of persona, if any] | Persona 2: [Name of persona, if any] |
| --- | --- |
| [Interest 1] | [Interest 1] |
| [Interest 2] | [Interest 2] |
| [Interest 3] | [Interest 3] |
| [Interest 4] | [Interest 4] |
| [Interest 5] | [Interest 5] |
| [Interest 6] | [Interest 6] |

* 1. Income range/s

| Persona 1: [Name of persona, if any] | Persona 2: [Name of persona, if any] |
| --- | --- |
| [State income range] | [State income range] |

1. Why would your intended audience visit/use the website? Why would they need the website?
2. What is your visualized behaviour of your website visitors? What are your expected reactions from your visitors?
3. **Content**
4. Do you have an initial sitemap for the redesign / revamp? If yes, kindly provide an illustration or a simple diagram.
5. Which pages should be present and given priority?
6. What is the first thing you want to be seen on your website?
7. Do you have inspiration websites or benchmarks?
8. **Business Requirements**
9. Can you describe to us what your planned or intended customer journey is from ordering on the website / app to delivery fulfillment? Provide a step-by-step process.
10. In terms of inventory management, how will stocks in the website / app be replenished? Will it be synchronized with your Inventory System?
11. Kindly list all allowed payment methods. (Credit card, COD, etc)
12. Which order fulfillment method are we going to implement? Pickup or delivery? If we offer delivery service, who will be the partner that we will integrate with?
13. If we are not going to offer delivery, will we do better than SM and offer pickup at any branch rather than choosing from just 3 supermarkets?
14. **Features and Functional Requirements**
15. List down the features / sections that you intend to include in your website. If possible, group the features / sections by page.
16. Any special functionalities that you would like us to note when we scope the project? (Processing payment transactions, connecting to 3rd party systems, etc. like CRMs, Business Processes Management Systems, etc.)
17. Which feature/s (from the above items) is/are a nice-to-have versus a must-have?
18. All functions are must-haves except the following which can be delivered at a later time: