

Webshop features

Which features are needed for the B2C-webshop and with which priority should they be implemented?

Requirements prioritisation

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Version history

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1.0	06-03-2024	Luc Swinkels	First definitive version	Definitive

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Context

The goal of this research is to answer the following research question:

"Which features are needed for the B2C-webshop and with which priority should they be implemented?"

Answering this question means I need to figure out a list of requirements and order them in terms of priority.

To do this, I will be using the requirements prioritisation method (*Vogel, n.d.*), which will be documented in the form of a MoSCoW list.

Methods

Requirements prioritisation

For this research, I will be using the requirements prioritisation ICT research method (*Vogel, n.d.*), because I think this method is ideal for documenting features.

Results

Analysing the problem statement and B2B requirements

Based on the problem statement, project assignment and current B2B store, I can already identify a list of requirements of basic webshop functionalities, in the form of user stories:

- As a **user**, I want to be able to **look at an overview of products**
- As a **user**, I want to be able to **look at a specific product**
- As a **user**, I want to be able to **choose between different variants of a product**
- As a **user**, I want to be able to **be able to build my own custom product variant**
- As a **user**, I want to be able to **add a product to my shopping cart**
- As a **user**, I want to be able to **buy a product**
- As a **user**, I want to be able to **create an account**
- As a **user**, I want to be able to **log in**
- As a **user**, I want to be able to **see my purchase history**
- As a **user**, I want to be able to **see Masita's policies and contact info to inquire about returns or other issues.**
- As a **user**, I want to be able to **visit the website on multiple devices (desktop, phone, tablet)**
- As a **Masita employee**, I want to be able to **register new products**
- As a **Masita employee**, I want to be able to **edit products**
- As a **Masita employee**, I want to be able to **link products to other channels such as bol.com**
- As a **Masita employee**, I want to be able to **make basic changes to the content of my website**

To figure out more detailed requirements, I interviewed Robin who is the product owner of the Masita project, who has worked on tons of webshops including the Masita B2B webshop.

Interview with Robin

- Which requirements can we already identify that aren't already mentioned?
 - As a **user**, I want to be able to **see the website in different languages**
 - As a **user**, I want to be able to **navigate through the website without having to wait for long amounts of time**
 - As a **Masita employee**, I want to be able to **edit tax settings**
 - As a **Masita employee**, I want to be able to **discount products**
 - As a **Masita employee**, I want to be able to **send emails to a mailing list of created users**
 - As a **Masita employee**, I want to be able to **adhere to the current Google cookie laws by implementing a cookie policy**
- Are there possible future features that we should consider?
 - As a **user**, I want to be able to **buy products from outside of the Netherlands**
- Are there any features that we might want, but might not be realistically achievable within the scope of the project?
 - As a **Masita employee**, I want to be able to **work with external partner integrations for shipping solutions**
- How can we keep scalability in mind?
 - As a **developer**, I want to be able to **work with dynamic and scalable code**
 - As a **developer**, I want to be able to **have freedom of development and not be dependent on plugins or packages**
 - As a **developer**, I want to be able to **work with modern technologies and infrastructure solutions**

- How can we prioritise the requirements list? (Is there a preferred way of documenting and prioritising these? E.g. MoSCoW model)
 - A MoSCoW model is the preferred method.
- Are there any additional requirements in terms of development/store we should consider?
 - As a **developer**, I want to be able to **develop and test the store locally**
 - As a **developer**, I want to be able to **set up and run proper unit / code tests**
 - As a **developer**, I want to be able to **have automatic CI/CD integrations and preview environments**
 - As a **developer**, I want to have a **pleasant development experience and not be dependent on old / non-maintained technologies**
 - As a **developer**, I want to be able to **re-use code snippets or elements for future e-commerce projects outside of this project**

From this interview, I was able to gather all the information that I needed which meant I could then start prioritising these requirements.

Conclusion

List of requirements

- As a **user**, I want to be able to **look at an overview of products**
- As a **user**, I want to be able to **look at a specific product**
- As a **user**, I want to be able to **choose between different variants of a product**
- As a **user**, I want to be able to **be able to build my own custom product variant**
- As a **user**, I want to be able to **add a product to my shopping cart**
- As a **user**, I want to be able to **buy a product**
- As a **user**, I want to be able to **create an account**
- As a **user**, I want to be able to **log in**
- As a **user**, I want to be able to **see my purchase history**
- As a **user**, I want to be able to **see Masita's policies and contact info to inquire about returns or other issues.**
- As a **user**, I want to be able to **buy products from outside of the Netherlands**
- As a **user**, I want to be able to **see the website in different languages**
- As a **user**, I want to be able to **navigate through the website without having to wait for long amounts of time**
- As a **user**, I want to be able to **visit the website on multiple devices (desktop, phone, tablet)**
- As a **Masita employee**, I want to be able to **register new products**
- As a **Masita employee**, I want to be able to **edit products**
- As a **Masita employee**, I want to be able to **link products to other channels such as bol.com**
- As a **Masita employee**, I want to be able to **make basic changes to the content of my website**
- As a **Masita employee**, I want to be able to **edit tax settings**
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- As a **Masita employee**, I want to be able to **adhere to the current Google cookie laws by implementing a cookie policy**
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- As a **developer**, I want to be able to **re-use code snippets or elements for future e-commerce projects outside of this project**

Priority listing (MoSCoW)

Must-haves

- As a **user**, I want to be able to **look at an overview of products**
- As a **user**, I want to be able to **look at a specific product**
- As a **user**, I want to be able to **choose between different variants of a product**
- As a **user**, I want to be able to **add a product to my shopping cart**
- As a **user**, I want to be able to **buy a product**
- As a **user**, I want to be able to **see Masita's policies and contact info to inquire about returns or other issues.**
- As a **Masita employee**, I want to be able to **register new products**
- As a **Masita employee**, I want to be able to **edit products**
- As a **Masita employee**, I want to be able to **adhere to the current Google cookie laws by implementing a cookie policy**
- As a **developer**, I want to be able to **have freedom of development and not be dependent on plugins or packages**

Should-haves

- As a **user**, I want to be able to **be able to build my own custom product variant**
- As a **user**, I want to be able to **create an account**
- As a **user**, I want to be able to **log in**
- As a **user**, I want to be able to **see my purchase history**
- As a **user**, I want to be able to **see the website in different languages**
- As a **user**, I want to be able to **navigate through the website without having to wait for long amounts of time**
- As a **Masita employee**, I want to be able to **link products to other channels such as bol.com**
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- As a **developer**, I want to be able to **develop and test the store locally**
- As a **developer**, I want to be able to **have automatic CI/CD integrations and preview environments**
- As a **developer**, I want to have a **pleasant development experience and not be dependent on old / non-maintained technologies**

Could-haves

- As a **developer**, I want to be able to **work with dynamic and scalable code**
- As a **developer**, I want to be able to **re-use code snippets or elements for future e-commerce projects outside of this project**
- As a **developer**, I want to be able to **set up and run proper unit / code tests**

Won't-haves

- As a **user**, I want to be able to **buy products from outside of the Netherlands**
- As a **Masita employee**, I want to be able to **work with external partner integrations for shipping solutions**

As a conclusion, I notice that while most of the requirements are based on the user's needs, there are quite a lot of development requirements to ensure scalability and support future needs. This means I need to take these into account when researching which technologies are going to be used to develop the store.

Sources

1. Vogel, J. (n.d.). ICT Research Methods — Methods Pack for research in ICT. ICT Research Methods. <https://ictresearchmethods.nl/workshop/requirements-prioritization/>