

Problem Definition Document

Overview:

The client's current system is facing some difficulties and is short of some features.

The idea for this project is to create a new and better system that would solve all their problems. And help with customer experience, increase sales and streamline the purchase process, The client aims to do so with a mobile friendly online shopping system.

Problem statement:

- The bookstore is facing customer dissatisfaction due to the limited functionality.
- The customers cannot search properly for the books they want.
- There are no personalized recommendations or suggestions, so customers never know what they should read next; this causes them to not come back.
- Also, the checkout process is timeous and confusing. This causes customers to rather just give up and not make the sale.

Objectives of the system

- The system should have more functionalities, that would improve customer experience.
- The system will include a proper system that will help users search for books they want to read.
- The system would also have personalized suggestions based on their previous readings and searches. It may also include a newly added suggestion as well. This will help keep customers interested and up to date, which will then keep them coming back.
- The system will have an easy-to-use checkout system which is also secure.

Core Challenges

- The bookstore would need an internet connection, and so would the customers.
- The staff members would have to update the system regularly.
- The system should stay in the budget

Stakeholders

- The client (bookstore owner)
- The customers (End Users)
- The project manager(me)
- The development team
- The Testers
- Marketing and sales team
- The staff of the bookshop