

Class 2: Goals and Outline

Goal for Class 2: To understand the importance of defining requirements and to establish your own criteria for any e-commerce project.

Outline:

1. Introduction and Overview:

Review of last week

Put stuff on sale?

Present stuff in a particular way?

Need lots of images or related info?

Companion products?

2. Requirements:

Why defining requirements is important

Cost

Branding

Products

Customers

Management

6. Customer Requirements

Tracking customer activity

Marketing to customers

Payment methods

Shipping methods

Order status

Taxation

3. Budget Requirements:

Recurring fees

Transaction fees

Setup fees

Maintenance fees

Function of sales goals or forecasts?

7. Management Requirements

How much control do you need?

How much time do you have?

Accounting/reports

Inventory

Integration

4. Branding Requirements

Custom design or template?

Total control over design?

Design control over time? (ability to change design yourself)

Web address

4. Real world requirements analysis and examples

5. Product Presentation Requirements

Number of products

Type of products

Special product issues