Introduction

Purpose

The purpose of this document is to build an online platform where creatives can be able to seamlessly sell their digital merchandise.

Document Conventions

Every convention which may be used in this document or during the development cycle are explained below:

- Merchandise – also referred to as Merch are the creative works, most of which are in digital format and are uploaded on the platform for sale.
- Creators – also referred to as Sellers, are the individuals who would put up their creative works for sale on the platform.
- Consumers – these are the recipients or the buyers of the merch on the platform.
- Ecommerce – is a business model that lets individuals buy and sell things over the internet.
- Commissions – these are percentage stipends that the platform would charge on each successful merch sale.

Project Scope

The purpose of the online platform is to create a convenient application that manages the ecommerce process for individual creators who don't necessarily own a business; making it easy for them to sell their content, products or merchandise around the world.

Overall Description

Product Perspective

A distributed database will store the following information:

- Creators – it includes details about every registered creator, his merchandise, and his banking details for accepting payments.
- Consumers – it includes details about every registered user, the creators he is following, his wallet balance, and merchandise he has bought previously.
- Merchandise – it includes all published contents or products that are currently on the platform, categorized accordingly.

Product Features

The major features the online platform contains, and the significant functions that it performs are as follows:

- Profile Page – this would contain basic information on the creator, a list of all merch published by that creator, and relevant contact information of the creator.
- Product Page – this the page that would contain the details of the merch on sale and a shopping cart to make payment.
- Related Products – this is a list of related products from the creator that would be recommended to the consumer for upselling and/or cross-selling.
- Paystack Integration – a robust payment processor that would enable local and international payments on the merch.
- Subscriptions – a payment feature that would enable consumers to make recurring payments for a product, eg podcast, audiobooks, software etc.
- Donate – a payment option that would allow consumers to input more than the specified amount on the merch.
- Coupon Codes – a payment option that would allow creators to create discount codes for loyal and early consumers.
- Analytics – a sales monitoring feature that would help creators track revenue either weekly, monthly or yearly.
- Customer Relations – this enables the creators to manage all customer information directly on the dashboard and export the details for marketing purposes.
- Explore Creators – this features would enable other creators and products to be found on the platform using an extensive search and explore page.
- Digital Wallet – this is used to store money digitally for quick buying of merch on the platform.
- Content Library – the library feature allows you to access your product at any time by creating an account and logging in.
- Stories – as a method to continuously engage users, this feature would enable creators to post daily stories on their profile of a work-in-progress of any new merch going on sale.

Infrastructural Requirements

User Interfaces

The UI Design of all sections of the platform should be created using international standards and handed off to the developers for development.

Software Stack

The technology stack used for developing the platform shall be the M-E-R-N Stack (Mongo – Express – React/React Native – Node JS).

Communication Interfaces

The web portals of the platform shall be compatible with IE/Mozilla/Chrome web browsers.

Other Nonfunctional Requirements

Verification Requirements

The platform shall be able to verify all user contact information using the email verification service.

Production Requirements

The platform shall require the following services during production: Domain Services, Cloud Computing Services, Media Management.

Security Requirements

The platform shall be PCI-DSS, NDPR, Comodo, and ISO certified.

Quality Attributes

Before complete hand-off, the platform shall possess the following quality attributes:

- Usability – each section of the platform should satisfy the users needs easily and quickly.
- Maintainability – the administrators should be able to manage the platform via a dashboard, and weekly backups should be automated in case of a system crash.
- Scalability – the online platform should be able to handle multiple requests easily without crashing.
- Availability – the online platform should always be available and a 24/7 status bot should monitor all systems accordingly.
- Reliability – all data and payment records should be 100% accurate and free from any alteration.