

Cheap Electronics AB webstore, group E

Background

We are the start-up company Cheap Electronics AB with a vision of creating a new market within the online electronics market.

Goal

Our goal is to provide an online store that always sells the cheapest products. We guarantee that we have the cheapest price by comparing it to our competitors.

Around the products we want to create a community where the customers can engage and create interest for our products and our store. We want to make it natural for the customers to purchase the items from us since they are already engaged in our community, and so we also can lower our marketing expenses.

The customers on the site should be awarded store credits by creating content on the site or promoting our site in social media.

Features

- Sell products.
- The customer should be able to see the specifications of the products.
- Integrate the manufacturer's product description into our store.
- Categorize products.
- Payment options.
- Administration feature where we can add new products.
- Integration with shipment companies so the customers at the site can track their packages.
- Compare our prices with competitors' prices.
- Community-oriented where customers can engage.
- Integrate the store with social media, such as Facebook.

Roles

We are the product owner and we want you to create the requirements, narrow our scope for the first product release and help us better define our business goal.

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