

Online grocery store

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Background

A Large Food Company AB (LFC) is a widely known chain of grocery stores in Sweden. LFC has 114 shops throughout the country, with the headquarters based in Gothenburg. In recent years the company's market share has fallen significantly because of the growth of low price stores from other countries, one example being LIDL. To continue to compete in the market we have decided to offer our customers an opportunity to shop their groceries via a website. We wish to do this to differentiate our stores more from the low-cost chains; by offering services which they do not have, we emphasise our more customer focused approach.

Goal

The ultimate goal of the project is to increase the company's market share. A more tentative, quantifiable goal is that the website shall in one year after launch have increased the total sales of groceries by at least 3%. And the percentage of sales done via the website should be around 15%.

Functionalities

The website should have the following functionalities:

- Responsive design.
- A shopping cart.
- A search function.
- Categorized navigation.
- A sub site for each item.
- Functionality to check if postal code is available for delivery.
- Integration with existing business system.
- Banking and credit card support.
- Customized product suggestions based on previous shopping.
- Possibility to add favorite products.

Roles

We are the project owners and your task is to create a requirement specification, which will be used for the development of the site.

