

# **RIGHT FIT - eCommerce project**

## **Background**

Right Fit is a clothing store that has been doing successful business with over 50 physical **Brick and Mortar stores**. Their target customers are those who have budget-minded, look for clothing and shoes for any occasion. The company is aware of the needs of online shopping from their customers therefore they want to provide a way to allow customers to shop clothing online effectively and effortlessly.

## **Problem Statement**

Right Fit does not currently have an effective mode of selling their products online and the current website is catered to display basic information about the company. Customers can not purchase from their online website while the demand for e-commerce stores has been increasing.

## **Product Line**

Right Fit is currently planning to start their ecommerce platform by using only a limited number of products for sale. The details are as follow:

- Product Type: Apparel and Shoes
- Category: Men and Women
- Sizes: Apparel (S/M/L) and Shoes (8/9/10)

**Project Objective** - Create an ecommerce website and generate monthly sales report for each products

## **Assignment:**

1. Prepare SWOT Analysis with at least 3 points on each section
2. Prepare Use Case for business understanding.
3. Prepare Flow Diagram for end-to-end process. - (Start till end report)
4. Features/Epics/Stories for implementation. ( min 4 stories for each feature) - (US - ID, Title, desc, AC, owner, status)
5. Prepare 1 year Roadmap and high level plan for first two release planning
6. Potential upcoming enhancements.

Kindly come up with your assumptions, consider the budget and all other legal formalities are approved. Come up with a number of teams and team size for this project.