

## E-Commerce Website Specification Document

**Project Title:** Launch of Safe-route Travels and Tours Booking E-Commerce Platform

**Version:** 1.0

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**Status:** Draft

### Project Overview

| Title                  | Description  |
|------------------------|--|
| <b>Project Name</b>    | Safe-route Travels and Tours Booking E-Commerce Website  |
| <b>Client</b>          | Safe-route Travels and Tours   |
| <b>Target Audience</b> | Age 18-80, Business professionals, Tourist, Students, Traders, etc.  |
| <b>Primary Goal</b>    | To create a user-friendly, secure, and scalable online booking platform that drives sales, enhances brand identity, and provides an excellent customer experience. |
| <b>Secondary Goals</b> | Increase brand awareness, capture customer data for marketing, reduce manual booking processing.   |

### Objectives & Success Metrics (KPIs)

- Increase Online Revenue:** Target of 80% in first year.
- Improve Conversion Rate:** Target rate of [e.g., 2.5%].
- Reduce Booking Abandonment:** Target below 10%.
- Increase Average Booking Value:** Target of 90% through upselling/cross-selling.
- Improve Site Performance:** Google Core Web Vitals all rated "Good" (LCP < 2.5s, FID < 100ms, CLS < 0.1).
- SEO Growth:** Achieve first-page rankings for 10 key product keywords.

## Technical Specifications

- ❖ **Platform:** [e.g., <https://valgee.com>]
  - **Justification:** *easy booking and user friendly*
- ❖ **Hosting:** Krystal
- ❖ **Domain:** to be announce.com
- ❖ **Security:**
  - SSL Certificate mandatory.
  - PCI-DSS compliance (handled by platform if using Shopify/BigCommerce).
  - GDPR/CCPA compliance for data privacy.
- ❖ **Integrations:**
  - Payment Gateway: monipoint, etc
  - **Email Marketing: Mailchimp, etc**
  - Analytics: Google Analytics 4, Google Tag Manager

## Functional Requirements

### User-Facing Features

- ❖ **Homepage:** Fleet banner, featured categories, promotional sections, trust signals (reviews, badges).
- ❖ **Home Page Travel Booking Function:**
  1. Category & Subcategory Pages with filtering (by city, price, vehicle type, etc.).
  2. Booking Functionality with dropdown menu and filters.
  3. Login function
- ❖ **Booking Page**
  1. Booking/vehicle select Pages: High-quality Vehicle images, available trips info, detailed descriptions, available seat, Amount, select button, travelling note and customer reviews.
  2. Booking/vehicle select/seat Page: Detailed description of the destination, Date and time of departure, Vehicle seat map indicating available seats with selection option, available trips info, detailed descriptions, available sit, Amount, booking button.

3. Booking/passenger-details Pages: Route info, date and time, amount, Full passenger's name, gender dropdown, email, phone, next of kin, next of kin phone.

#### ❖ **Payment Page**

1. Select payment method dropdown [ card, Transfer, USSD]
2. For Card: Card holder name, Card information, CVC and expiry date, Card holder address.
3. For Transfer: business Bank Name, Account information, transfer verify button.
4. For USSD: Select passenger Bank dropdown, USSD payment code, and payment verify button.

❖ **About Page:** Business info, vision statement, mission statement, our services, and why travel with us.

❖ **Checkout Process:** Streamlined, minimal steps.

1. **User Account Registration:** post-booking.
2. **Payment Options:** Credit/Debit Card/USSD.
3. **Passenger Booking Confirmation:** Text message/WhatsApp/email

❖ **User Account:** Booking history, Profile, Change Password, Logout.

❖ **Content Pages:** "About Us", "Contact Us" (with form/map), "Reviews form", "terms & conditions/Privacy Policy ", "Privacy Policy", "My Account", My Booking.

### **Admin-Facing Features**

- ❖ **Dashboard:** Overview of sales, orders, and traffic.
- ❖ **Booking Management:** Add/edit/delete booking, export via CSV, booking status and print tickets.
- ❖ **Customer Management:** View customer data, booking history.
- ❖ **Discount Management:** Create coupon codes (percentage, fixed amount, free shipping), set conditions.
- ❖ **Content Management (CMS):** Easily update blog, homepage banners, and informational pages.

### **Design & User Experience (UX)**

- ❖ **Brand Guidelines:** Adherence to provided logo, colour palette, and typography.

- ❖ **Theme:** [Modern, minimalist, with a focus on brand imagery.]
- ❖ **Responsiveness:** Fully responsive design for desktop, tablet, and mobile (mobile-first approach).
- ❖ **Accessibility:** WCAG 2.1 AA compliance to ensure site is accessible to users with disabilities.
- ❖ **UI Components:** Consistent buttons, forms, and navigation elements throughout the site.

## Content Strategy

- ❖ **Product Content:** Professional photography (multiple angles), compelling and SEO-friendly descriptions, feature bullets, sizing guides.
- ❖ **SEO:** Customizable meta titles and descriptions for all pages, clean URL structure, XML sitemap, auto-generated robots.txt.
- ❖ **Blog:** Strategy for regular, valuable content to drive organic traffic and engage users.

## Marketing & SEO

- ❖ **Email:** Integration for abandoned cart emails, welcome series, post-purchase follow-ups.
- ❖ **SEO:** On-page optimization as standard. Discuss strategy for technical SEO and content.
- ❖ **Social Media:** Social sharing buttons on Destination prices [Facebook, WhatsApp, X], Instagram feed integration.
- ❖ **Analytics:** Full tracking of user behaviour, conversion funnels, and revenue.

## Timeline & Milestones

1. **Phase 1: Planning & Design (Weeks TBA):** Wireframes, design mock-ups, final approval.
2. **Phase 2: Development (Weeks TBA):** Front-end and back-end development, feature implementation.
3. **Phase 3: Testing & Content Population (Weeks TBA):** QA testing, bug fixes, loading all products and content.
4. **Phase 4: Pre-Launch (Week TBA):** Final UAT, performance and security audit.
5. **Phase 5: Launch (Week TBA):** Go-live.
6. **Phase 6: Post-Launch (Ongoing):** Monitoring, support, and maintenance.

## Budget & Payment Schedule

- ❖ **Total Project Budget: TBA**
- ❖ **Breakdown:**
  1. Platform & Licensing: **TBA**
  2. Design & Development: **TBA**
  3. Third-Party Apps/Plugins: **TBA**
  4. Content Creation (Photo): **TBA**
  5. Contingency (10-15%): **TBA**
- ❖ **Payment Schedule:** [20% upfront, 40% after design sign-off, 40% on launch]

## Maintenance & Support

- ❖ **Hosting & SSL Renewal:** Annual cost.
  - ❖ **Platform/Plugin Updates:** Included/Excluded.
  - ❖ **Support Retainer:** [e.g., X hours of support per month for bug fixes and minor updates.]
  - ❖ **Analytics Reporting:** Monthly performance reports provided.
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**Sign-off:**

**Stakeholder:** \_\_\_\_\_ **Date:** \_\_\_\_\_

**Project Manager:** \_\_\_\_\_ **Date:** \_\_\_\_\_