

## **Understanding To Group Buying Software Creation**

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## **Abstract**

With online based selling methodology becoming significantly enhancing each year, it has become pretty challenging for retailers to initiate an innovative marketing technique. The group buying concept emerged as a result to the increasing craze over deals, discounts, vouchers and coupons. In this paper, we will be discussing on the successfully spinning group buying methodology and the software creation techniques pursued in group buying.

## **Introduction**

Group buying is a relatively new concept which is acknowledged as the most innovative approach to rehabilitate the 'deals and discounts' functionalities into online selling. Referred to as 'collective buying' in other terms, Group buying contributes the sale of products and services at genuine and discounted cost. One best thing with this technique is, users find it easy to select and purchase through this kind of customized online shopping businesses. Generally these kinds of businesses put forward few options like 'deal of the day', or 'deal of the month' on their sites and make the deals effective only when the number of customers who agree to make a purchase hits a specific number. Offering deals is normally done with respect to the negotiations made by the customers and retailers, and finally fixes on to the compromised value. Retailers are pretty much raving on the benefits of group buying website and they consider these sites as a quick way to promote their products because the sites announce new deals promptly through newspaper subscriptions. All we know is group buying websites are creating trends in today's world and all we got to know is the actual scenario behind the creation of these websites. A generic Group buying software development methodology involves various factors and applications, which will be discussed deeply in the forthcoming sections.

## **Group Buying Software Development (GBSD)**

The development process of Group buying software also incorporates the same methodologies of a standard software development business. Today, there are a number of companies whose primary business happens to creating software solutions for clients. Be it your primary business is group buying software or just software, the development processes enfold the same basic factors: Analyze, design, develop, test and deploy.

## ***Process Management***

A perfect process management results in timely delivery of the products. In order to come up with a best data quality, development teams got to follow some absolute practices. Right from software development methodologies to software configuration management, elements need to be consistently evaluated and iterated. Proper measures need to be taken while making decisions to migrate to the latest technologies and upgrading the environment to fulfill the advanced ISO, CMM or CMMI regulations. A detailed report on the group buying business' hardware, software and network systems also need to be taken concern of.

## ***Analysis***

Any successful software development project will result in what the customer wants. Anyhow, it is quite harder to reach the exact requirements of a customer. For this, a common understanding of a project's objectives can help you attain success. Having determining the requirements, you got to select the appropriate software. In other cases, requirements may be so critical to the business and hence defining requirements and getting buy-ins from all parties involved becomes vital. The secondary key factor of the analysis phase is the software licensing, in other terms the buy versus build process. Any perfect business analysis involves a third option like licensing key components.

## ***Design***

Once the project has been analyzed, the development and business requirements need to be established. Once it has been done, the next step is system design. This incorporates the overall structure of the project and defines the framework in a way that all parties agree with. Software architectures and web services architecture are the two structures in which the design process can be accomplished.

## ***Development***

Development is nothing but bringing the preparation work real. A software development process is best if completed in a minimum of 60 to 90 days. This process works best for standalone and specialized internal applications can be built on standard APIs.

## ***Testing***

Fixing defects and bugs as per both customer and business requirements is quite vital for any product or service. Testing greatly applies for software and software quality assurance is crucial to make sure that the product is effective in the specified environment. Most complicated products make use of beta test and the product is distributed to select customers to use in real world environment.

## ***Deployment***

Putting it into use or action. Installing and configuring software into the system environment, as well as training end users and IS or IT to support and maintain the software moving forward. Application-Development and Application Integration are the major prospects involved in deployment process.

## **GBSD Management**

Creating group buying software can be the way your company makes business. An effective / efficient software development process can contribute to a new development project or streamline an existing process. To accomplish this, here are few things you got to consider.

## ***Quality Focus***

Low quality software definitely turns an organization down. Building quality into the process right from the start lets companies to focus on the future projects and results in a reduced cost, easy integration and faster development.

### ***Defined Development Process***

Any successful development project concerns more with preparation. An ideal software is not just that speaks about just quality but also the process it undergoes right from planning to deployments (as mentioned above). Managing a development process perfectly is crucial and hence there needs to be a clear understanding on how to proceed.

### ***Build what your users want***

80 percent of customer dissatisfaction happens just because of the miss understanding their actual requirements. Clear identification of customer requirements is quite important and once it is done, round them up in writing and circulate to the client for sign off. Having approved those requirements, translate them into objectives for the development team. Prior to writing a single word of code, developers needs to understand what is to be needed and how to succeed on it.

### ***Make it usable and functional***

The major mistake committed with most software is the more iteration they suffer. The functionality also do matter. Ensure that the usability and functionality factors are not affected in any way and only then move the software to deployment.

### **GBSD – The Magento Methodology**

Whether it is a group buying website or a group buying software you create, there should be a unique platform in which it should be built. The platform should enrich as many features to operate a group buying eCommerce store successfully. In this section, we'll discuss about the most effective open source eCommerce platform, Magento. This open source solution is built on the Zend PHP framework and is supported by MySQL database. Magento is becoming the need for all online businesses as it withholds multi features and has control with great flexibility. Listed below are some of the benefits of Magento based platform to both businesses and customers, each individually.

### ***Benefit to Businesses***

**Open Source platform:** Open source platform means that it is freely available to all. This can be considered one major benefit with Magento as it leads businesses to take decision for the customized application development.

**Low Cost:** Set-up and running cost with Magento is considerably less. It includes domain name registration cost, hosting cost, and the development of customized theme and extensions cost.

User-Friendly: With Magento, it is easy for the merchants to create a catalog. They can easily add images for a product, review a product, manage inventory, order, shipment, and can easily set different payment methods.

Customer-Interaction: Magento lets you to be too close to your customers. All your customer services can be performed in an easy manner.

SEO-friendly: Magento allows easy optimization of websites, by integrating Google Analytic tool in Magento to analyze traffic analysis and also to find out customer behavior for any site.

Marketing and Promotional tool: Up-Sells and Cross-sells are some of the marketing and promotional tools that come along with Magento to increase order value. Apart from this, it also has flexible pricing options which also generate great leads in marketing and sales.

Besides these major features, site management, catalog browsing, product browsing, catalog management, mobile commerce, international support, checkout shipping, payment, customer account, and order management are other features that makes Magento a complete group buying eCommerce solution.

### ***Benefit to Customers***

Users / customers have got their own unique benefits with Magento. Magento offers the best solution to user functionalities right from frontline design to backend additions. Billing, tax and shipping are all made easier with Magento. Another best thing with Magento is, the checkout processes. Checking out is generally easy with Magento based shopping carts and encourages customers with a flexible shopping cart mechanism. Page reloading and slow processing are never ever faced with Magento. These are few factors that are convincible to customers, when it comes to Magento.

### **Conclusion**

Businesses which are striving to start their way in an innovative and fantastic manner can undoubtedly opt for group buying methodology. With a capable group buying software or script, one can easily set up a group buying site / business. Group buying concept helps businesses to promote their products in a wise way, attract more customers and spread businesses to a mass target. This happens to be an absolute way to let customers find great deals everyday and make shopping with fantastic discounts. In this paper, we investigated on the need and methodologies to create a group buying software in a successful manner. In addition, we also cultured about the platform on which the software needs to be created.

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