



Web Application (Musto) Queries For Stakeholders

1. Business Goals and Strategy

- What are the primary business goals for this project?
- What is a strategy for the Web Application (Musto) D2C model & physical store?
- What are the key performance indicators (KPIs) you aim to measure?
- What is the Web Application (Musto) growth strategy in terms of Sales / Customer personalization sales experience?

2. Product Strategy

- What is the Web Application (Musto) product catalog structure (SKUs, categories)?
- Are product catalog structures (SKUs, products, categories) connected with AEM, PIM, or third-party Catalog Mgt System?
- How often do you update or add new products, Regular, Monthly, and Yearly & updation of price & inventory during peak sales?
- Do you have special products (e.g., customizable, subscription-based, Membership, festival-based)?
- What product attributes and data will need to be managed on the platform (e.g., sizes, colors, reviews, etc.)?
- Are you using Product Recommendations & Private Sales strategy?
- Are you using any Gift Cards & Gift Registry?

3. Customer Experience

- What type of customer experience do you offer for Web Application (Musto)?
- Did you offer any specific design and Marketing branding requirements as customer groups & customer segmentation?
- What are Application site performance (load times, mobile optimization)?
- What are the key features you envision for your storefront (e.g., search, product filtering, personalized recommendations)?
- Do you offer a loyalty program or subscription services?

4. Technology and Integration

- Which third-party backend Application(Musto) has been integrated with Adobe Commerce (ERP, CRM, PIM)?
- How Many third-party applications with Application(Musto) have been integrated with Adobe Commerce?
- Did your team integrate third-party analytics (for marketing, analytics, traffic peaks, etc.) in the Application(Musto) to track Customer experience?
- What are cloud infrastructure insights Server Configuration, Cache Server, FPC, Redis, Varnish, Memcache, etc.
- How Many total cron jobs running for Indexing, Inventory, Catalog, Customers, Payments, etc?
- Total Number of Custom Extension, Third Party Extension with purchase date & Credentials
- What Vaimo PWA extension customization, if yes which pages have more / less customization
- How many numbers of Catalog or other Schedule Import / Export things happening

5. Sales Channels & Marketing

- Did you integrate the Web Application (Musto) with other sales channels (e.g., social media, marketplaces)?
- What is the planning/strategy for SEO, content marketing, and paid advertising?
- How did you manage Web Application (Musto) promotions, discounts, and campaigns be managed?

6. Logistics and Fulfillment

- How will you handle shipping, returns, and fulfillment?
- Explain Understanding Web Application (Musto) with warehouse management systems (WMS), order management systems (OMS), or third-party logistics (3PL) providers.
- Which carriers or fulfillment providers are Web Application (Musto) using?
- Do you plan to offer same-day, express, or international shipping
- Explain Integration RMA(Return Merchandise Authorization) and how do they handle Return Item Policy on the platform.

7. Payments & Security

- What payment methods Application(Musto) support (credit cards, PayPal, Apple Pay, etc.), if any EMI, Partial Payment
- Application(Musto) support recurring billing or subscriptions?
- Application(Musto) support for Buy Online, Pick Up in Store (BOPIS)
- Application(Musto) support specific security requirements or compliance or standards (PCI DSS, GDPR)?
- Application(Musto) support OWASP recommended HTTP Security Response Headers, having HTTP Strict Transport Security (HSTS), HTTP Public Key Pinning (HPKP), X-XSS-Protection, X-Frame-Options, Content-Security-Policy (CSP), X-Content-Type-Options, Referrer-Policy, Feature-Policy etc as per Open Web Application Security Project
- How Application(Musto) handling fraud prevention and risk management be handled?

8. Legal and Compliance

- Do you have any specific legal or industry regulations Application(Musto) to comply as Addressing industry-specific compliance, such as HIPAA, GDPR, or COPPA?
- Application(Musto) multi-store application for different sets of countries? If so, how will you handle taxes and duties (strategies for handling international taxes, currencies, and customs duties.)?
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9. Analytics & Reporting

- What analytics tools are used to track User's Activity or plan to use (Ensuring integration with Google Analytics, Adobe Analytics, or custom reporting tools.)?
- Are you using any Data Analytics Tools (Power BI, Tableau) to analyze data performance & Lead Generation to accomplish Booster Sales?

10. Search

- Which third-party search we are using, Live Search, Unbox Search, Algolia Search, or any others?

11. Shipping / Carrier

- How many shipping Carriers are we using as USP, USPS, DHL, Multi-Origin Shipping, Conditional Shipping, FedEx, In-store Pickup, etc & if any third-party shipping assistance/integration?

