



# BUSINESS REQUIREMENTS DOCUMENT

## PROJECT DETAILS

PROJECT NAME		
<b>PROJECT: GrowMassKet</b>		
<b>Creation of an Online Organic Vegetable Delivery Application</b>		
CREATOR		
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DOCUMENT NO.	DATE	VERSION NO.

# 1. EXECUTIVE SUMMARY SNAPSHOT

**Project Name:** GrowMassKet - Online Organic Vegetable Delivery Application

**Purpose of the BRD:**

The Business Requirements Document (BRD) for GrowMassKet serves as a guide outlining the strategic goals, functionalities, and requirements for the development of an Online Organic Vegetable Delivery Application.

**Project Overview:**

GrowMassKet aims to address the increasing demand for high-quality organic vegetables by providing a specialised platform with AI technology. The application helps to offer a user-centric experience, focusing on personalised recommendations, secure transactions, and reliable delivery logistics.

**Key Objectives:**

**Market Differentiation:** Establishing a distinct/unique market presence by specialising in organic vegetable delivery amid a competitive e-commerce market of grocery and food delivery apps.

**AI-Powered Personalization:** Implementing AI-driven features to enhance user experience through personalised recommendations and inventory management.

**Sustainability and Trust:** Ensuring the sourcing of naturally grown, pesticide-free, and sustainably produced organic vegetables to build customer trust and loyalty.

**Compliance and Innovation:** Adhering to regulatory standards while fostering innovation in technology and customer service.

**Audience:** This document is intended for stakeholders involved in the strategic, technical, operational, and financial aspects of the GrowMassKet project. It serves as a reference point to support and align the efforts, define project scope, and ensure successful implementation.

**Key Deliverables:** A user-friendly mobile and web platform for browsing and ordering organic vegetables to the doorstep

AI-driven recommendation systems and inventory management functionalities.

Secure payment gateways and compliance with data protection standards.

Marketing strategies for brand awareness and customer acquisition.

**Conclusion:**

The BRD for GrowMassKet outlines the project's goals, functionalities, and requirements to guide the development team, stakeholders, and partners in creating a robust, user-centric, and technologically advanced Online Organic Vegetable Delivery Application.



## 2. PROJECT DESCRIPTION:

The GrowMassKet Online Vegetable Delivery Application is an innovative digital platform designed to provide users with a convenient and seamless experience in purchasing Organic Vegetable Items.

The goal is to create a user-friendly mobile and web application that offers a wide range of Organic Vegetables by leveraging Artificial Intelligence features to enhance user engagement and satisfaction.

Current Grocery Apps vs GrowMassKet

### WHY WE NEED GrowMassKet ?

Developing an Organic Vegetable Delivery app with AI technology amidst an existing market of Grocery apps offers several distinct advantages and addresses specific consumer needs and market trends

**Focussing on Organic Produce:** A specialised app dedicated to organic vegetables caters to a niche market segment interested in high-quality, pesticide-free, and sustainable produce.

**User Experience and Personalization:** Artificial Intelligence Technology helps in personalized recommendations based on preferences, diet requirements, and purchase history, providing user satisfaction while using the app.

**Quality for sure:** This app can prioritize partnering with certified organic farms, ensuring freshness, and ethical sourcing, which might not be as general in today's Grocery apps.

**Health Focus:** As customers today are very health conscious and concerned about the environment, an organic vegetable app aligns with the preferences of consumers seeking healthier and environmentally friendly options.

**Advanced Features:** Adding features such as advising recipes with organic vegetables as per our diet plan, Giving Tips for Organic living, and Information on sustainable agriculture ( daily blogs like News Feed ) to the customers distinguish the app from general Grocery apps.

**Being Unique:** Attracting and Focussing to the specific audience who are looking for organic and sustainable options.

**Artificial Intelligence:** AI recommends/helps in user engagement, improves customer retention, and offers a more personalized shopping experience than other Grocery apps.

**Innovation:** AI technology opens doors for innovative features like visual search, virtual try-ons, and predictive ordering, enhancing user convenience.

### 3. CHALLENGES:

**Quality Products throughout every season:** Dealing with fluctuations in availability based on seasonal changes and regional variations.

**Integrating with AI:** Giving AI suggestions as per User expectations.

**Data Security and Privacy:** Maintaining Users Data in a secure manner

**Logistics:** Optimizing inventory levels, reducing wastage, and handling perishable items effectively.

**Technological Challenges:** Maintaining Scalability of the app and continuous monitoring, updates, and bug fixes to ensure the app's functionality and performance

**User Adoption and Engagement:** Giving awareness to the users about the benefits of organic produce and encouraging adoption among a wider audience and Implementing strategies to retain users through loyalty programs, discounts, and excellent service

**Cost Management:** Managing the Budget effectively across Marketing, Development, Operations and maintenance and Balancing the costs associated with logistics, Technology and Marketing to maintain profits.

**Adaptability:** Adaptable to market changes and trends.

## 4. PROJECT SCOPE

1. Establishing an online application /platform where users can log into the application with their Gmail or Mobile Numbers by offering a wide range of organic vegetables.
2. Implementing Artificial Intelligence Technology for personalised recommendations and Inventory management.
3. Ensuring User-Friendly Interfaces for Mobile and Web Platforms
4. Ensuring Compliance with Data Protection Laws and Organic Certification Standards.
5. Offering Quality vegetables at the doorstep at affordable prices.
6. Motivating the people about being organic and protective towards vegetable plants.
7. Recipe-making articles as per the user's diet plan.
8. Daily Blogs as News feed on Organic Benefits and Transformation around the world.
9. Customer Feedback and Query resolving issues within the platform.

### **In Scope:**

1. Conducting Market research and defining the target demographics.
2. Developing AI Algorithms for personalised recommendations and Inventory Optimization.
3. Design and Develop the Application structure as Front End and back end of both Mobile Version and Web Version.
4. Implementing the Security in Data Payments and Data Protection.
5. Testing of the Application in Functioning, Scalability, Reliability, Usability and Security
6. Planning and executing a Marketing strategy for the App Launch
7. Optimizing and Monitoring the performance of the application after launching
8. Tracking the grocery delivery location by GPS
9. AI-powered recommended system and inventory management features.
10. Developing Costs including Technology stack, AI integration, UX Design
11. Operational Costs such as Supply chain management, Marketing the product and Maintenance of the product.
12. Compliance Costs related to data protection and organic certification.

### **Out of Scope:**

Building stores and Warehouses

Offering Services such as recipe making and Daily news feed.

Complex AI applications that are beyond personal recommendations and Inventory Management.

Regulatory Compliance which is unrelated or not aligning with data protection and Organic Certification.

Integration with unrelated third-party services or Vendors.

## 5. BUSINESS DRIVERS:

**Market Demand for Organic Products:** There's a growing consumer demand for organic produce due to health consciousness and environmental concerns. GrowMassKet taps into this trend by providing a specialised platform for organic vegetable delivery. After the Pandemic many Consumers prefer to buy Good vegetables.

**Differentiation in a Crowded Market:** Amid numerous grocery and food delivery apps in the market today GrowMassKet focus exclusively on offering organic vegetables, thus creating a unique selling proposition (USP).

**AI-Driven Personalization:** AI technology enables personalized recommendations and user experiences, enhancing customer satisfaction and loyalty by tailoring offerings based on individual preferences.

**Health Focus and Wellbeing:** Focussing on Consumer Healthy Eating Habits and GrowMassKet Promotes Organic Vegetables known for their nutritional value and absence of chemicals.

**Competitive Advantage:** GrowMassKart specialises and focuses on Organic Vegetables there are very few competitors in the market who play a unique role

**Changing as per Market trend:** In the process of adding extra features GrowMassKart can be transformative as per Market trends and Customer expectations.

**Customer-Satisfying Approach:** Prioritizing customer satisfaction through user-friendly interfaces, efficient delivery, and personalized experiences, fostering long-term customer relationships.

**Business Expansion while growing:** Establishing a strong and unique application in the market presence, increasing customer base, and considering potential expansions into new region offerings in future.

## 6. PROPOSED PROCESS:

**Market Research and Supplier Partnerships:** Conduct market research to understand consumer preferences and demands for organic vegetables and Establish partnerships with suppliers and farms to ensure a consistent supply of fresh and organic produce.

**Inventory Management:** Integrating Artificial Intelligence for demand forecasting, inventory optimization, and minimizing wastage through predictive analytics.

**Development of Application in User-friendly method:** Engaging UI designers to create a seamless and visually appealing mobile and web platform and Implementing easy-to-navigate features, personalized user profiles, and search options for organic vegetable selection.

**Payment Integration and Data Protection in a Secured Manner:** Integrating secure payment gateways to facilitate safe and convenient transactions and Implementing encryption and data protection measures to safeguard user information and maintain privacy.

**Quality Maintenance:** Establishing Quality checks and procedures to maintain the freshness and authenticity of sourced produce and also ensuring compliance with data protection laws, organic certification standards, and food safety regulations.

**Testing and Improvement based on Feedback:** Conducting tests to identify and address any issues in functionality, performance, or security and also gathering user feedback through beta testing and post-launch reviews to make iterative improvements based on user suggestions.

**Product Marketing and Brand Promoting:** Engaging in promotional activities to build a loyal customer base and create a recognizable brand identity.

**Continuous Innovation and Scalability:** Staying updated with new technologies and scale operations efficiently.

Monitoring industry trends and technological advancements to implement innovative features and stay competitive.

Plan for scalability to accommodate increased user demands and potential expansion into new markets or offerings.



## 7. FUNCTIONAL REQUIREMENTS:

**1. User Authentication and Profiles:** Secure authentication for users and delivery personnel.

Personalized accounts for managing orders, preferences, and past purchases.

**2. Product Catalog and Search:** Displaying a diverse range of organic vegetables with detailed descriptions, Search and filtering options for easy browsing

**3. Ordering and Checkout:**

Adding selected items to the shopping cart and Modifying the orders before checkout.

Secure payment gateways for seamless transactions and Checking out

**4. AI Recommendation System:** AI-powered algorithms suggest vegetables based on user preferences and past purchases.

**5. Payment Integration:** Integration with various secure payment gateways (credit/debit cards, digital wallets, etc) ensuring safe and secure payment.

**6. Logistics:** Real-time Order Tracking and giving an option for users to schedule delivery times at their convenience time.

**7. User Engagement Features:** Notifying users about order updates, new products, or special offers and Enabling users to provide feedback and ratings for products and services.

**8. AI-driven Inventory Management:** AI algorithms predict demand for different products and optimise inventory levels.

**9. Accessibility and Multilingual Support:** Ensuring the app is accessible to users with disabilities (screen readers, text resizing, etc.).

Multilingual Support: Option for users to access the app in multiple languages for wider reach.

**12. Customer Support and Helpdesk:** Real-time assistance for user queries or issues via chat or support tickets.

**FAQ Section:** This informational section addresses common user queries and concerns.

## 8. NON-FUNCTIONAL REQUIREMENTS:

**1. Performance:** Ensuring the app responds within 2 seconds for user actions like product search and navigation.

**Loading Time:** Web and mobile platforms should load within 3 seconds on average internet speeds.

**Scalability:** Ability to handle a minimum of 10,000 concurrent users without having any performance issues.

### 2. Security:

**Data Encryption:** All sensitive user data and transactions must be encrypted using industry protocols.

**Authentication:** Strong authentication measures to ensure user account security and prevent unauthorized access.

**Regular Security Audits:** Conduct regular security audits and vulnerability assessments to identify and address potential threats.

**3. Reliability:** The app is accessible to users at all times.

**4. Compatibility:** Ensure the app works seamlessly across various devices (iOS, Android) and browsers (Chrome, Safari, Firefox) by supporting different devices.

**5. Usability:** Ensure ease of use and a pleasant user experience.

### 6. Availability:

**Geographical Availability:** Aim to provide services in multiple regions or countries, expanding availability gradually.

**7. Maintainability:** Ensure the codebase is modular and well-structured for ease of maintenance and future updates.

**8. Compliance:** Adhere to relevant data protection laws (such as GDPR, and CCPA) in handling user data. Ensuring compliance with Organic Certification standards and regulations.

**9. Performance Monitoring:** Implement monitoring tools to track performance metrics, server health, and user activity for proactive issue identification.

**Log Management:** Store and manage logs to track system behaviour and identify potential issues.

**10. Recovery:** Regularly backup data and implement robust recovery mechanisms to mitigate data loss in case of system failure.

9. GLOSSARY

NO  
UNKNOWN

TERM/ABBREVIATION

EXPLANATION

