**Business Requirement Specification (BRS) Template**

Title: Myntra

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1. Introduction

* **Purpose**: Myntra is an Indian e-commerce platform that primarily focuses on fashion and lifestyle products. The Myntra app serves several purposes related to online shopping and fashion. The purpose of the Myntra app is to provide users with a convenient and personalized platform for purchasing fashion and lifestyle products online.
* **Scope:** The Myntra app will include features such as product browsing, personalization, secure transactions, order tracking, and customer support. This will not cover any technical infrastructure, UI / UX design etc.
* **Background**: Myntra initially started as an online platform for personalized gift items but later pivoted its business model to focus on the online retail of fashion and lifestyle products. The shift proved to be successful, and Myntra gradually emerged as one of India's leading fashion e-commerce platforms.

2. Business Objectives

* **Objective 1**: Selling Products online.
* **Objective 2**: Efficient Payment Processing.
* **Objective 3**: Maintain Quality Standard.
* **Objective 4**: Global Expansion

3. Functional Requirements

* **Requirement 1**: **User Login**
  + User can Register and login using their personal details securely.
* **Requirement 2**: Product Searching
  + Users can search various types of products.
* **Requirement 3**: Making Purchase
  + User can purchase products.
* **Requirement 4:** Payment
  + User can make payment efficiently by using various payment options like UPI apps.
* **Requirement 5:** Customer Support
  + Provides customer support services to assist users with queries, concerns, and issues.

4. Non-Functional Requirements

* **Requirement 1**: Performance.
  + The app should respond fast.
* **Requirement 2**: Security.
  + Security in the Myntra app is a crucial aspect to ensure the protection of user’s personal information, payment details, and overall online safety.

5. Use Cases

* **Use Case** **1**: User can login.
* **Use Case 2**: User can search Products.
* **Use Case 3**: User can make a Purchase.
* **Use Case 4**: User can Manage user account.
* **Use Case 5**: User can Receive Personalized Recommendations
* **Use Case 6**: User Customer service.

6. Constraints

* **Constraint 1**: **App Performance**
  + The app should meet specified performance criteria, such as page load times.
* **Constraint 2**: Language Support
  + The app should support multiple languages to cater to a diverse user base.
* **Constrain 3: Platform Compatibility**
  + The app should be optimized for various screen sizes and resolutions.

7. Assumptions and Dependencies

* **Dependency 1**: Internet Connection
* **Assumption 1**: None.

8. Glossary

* Myntra an Indian e-commerce platform for users to browse, select, and purchase fashion and lifestyle products, helps define and clarify key terms and concept throughout the document.

9. Revision History

* [Date and Version Number]: [Summary of changes made]
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