**Software Requirement Specification (SRS) 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. Functional Requirements

* **Requirement 1**: User Registration and Login
* Users should be able to create accounts using personal information, and log in securely.
* **Requirement 2**: Product Browsing
* Product browsing refers to the process through which users explore and discover fashion and lifestyle products available on the platform.
* Users are greeted with a dynamic homepage featuring curated collections, trending products, and promotional offers.
* **Requirement 3:** Sorting
* Specific category or section within the Myntra app or website that is used to filter the products based on gender, age etc.
* **Requirement 4**: Bag
* The "Bag" is a virtual container where users can collect and manage the items they intend to purchase.
* **Requirement 5: Orders**
* "Orders" refer to the transactions initiated by users on the Myntra platform to purchase products.
* The "Orders" section typically provides users with information about their past and current orders, allowing them to track, manage, and review their purchases.
* **Requirement 6: Payment**
* A payment method refers to the various options available for customers to

make payments when purchasing a product or service.

* This can do through cash on delivery, various UPI apps etc
* **Requirement 7: Order Tracking**
* Order tracking is a process of monitoring and tracking orders placed online

and delivering real-time order status updates to customers.

* **Requirement 8: Notifications**
* Push notifications for promotions, order status updates, and personalized recommendations.
* **Requirement 9: Return/Refund**
* Myntra usually gives a return window to customers who might have issues with the products received.
* **Requirement 10: Customer Support**
* Provides customer support services to assist users with queries, concerns, and issues related to their shopping experience.
* Customer support is an essential aspect of ensuring a positive user experience.

4**.** Non-Functional Requirements

* **Requirement 1:** Security
* Security in the Myntra app is a crucial aspect to ensure the protection of users personal information, payment details, and overall online safety.
* **Requirement 2**: Performance.
* Response Time: Specify the maximum acceptable response time for various operations.

4. Use Cases

* **Use Case 1**: User can login.
* The user can login with their credentials safely.
* **Use Case 2**: Search for Products.
* The user can find a specific product or explore items related to a particular keyword.
* **Use Case 3**: Make a Purchase
* The user can make a purchase of selected items.
* **Use Case 4**: Manage user account.
* The user can manage their account information.
* **Use Case 5**: Receive Personalized Recommendations
* The user will receive personalized product recommendations based on preferences and browsing history.
* **Use Case 6**: Track Order
* The user can track the status and location of a placed order.

5. System Architecture

* **Architecture Overview**: 3 tier architecture. UI, API to request.
* **Data Model**: RDBMS.

6. Constraints

* **Constraint 1**: App Performance
* The app should meet specified performance criteria, such as page load times and responsiveness.
* Performance constraints should be considered for users with varying network speeds and device capabilities.
* **Constraint 2**: Language Support
* The app should support multiple languages to cater to a diverse user base.
* The availability and accuracy of translations may impact the user experience in different regions.
* **Constrain 3: Platform Compatibility**
* The app should be compatible with iOS (version X and above) and Android (version Y and above).
* The app should be optimized for various screen sizes and resolutions.

7. Assumptions and Dependencies

* **Dependency 1**: Payment Gateway
* The system relies on third-party payment gateways for processing customer payments securely. Dependencies on the availability and functionality of these gateways are critical.
* **Assumption 1**: User Authentication
* Users are assumed to have valid email addresses or mobile phone numbers that can be used for registration and authentication. Users are also assumed to provide accurate information during registration.