

Business Requirements Document (BRD)

Project Title: Instyle Shoes Kenya -Fashion E-commerce Platform

Purpose: To verify that all core functionalities of the website work as expected before expansion, marketing, or further development.

Test Scope: End-to-end functional testing for the live site: <https://instylekenya.co.ke>

Date: June 24, 2025

Version: 1.1

1. Executive Summary

InStyle Shoes Kenya is an online shoes retailer offering a wide range footwear for women. The platform aims to provide a seamless and stylish shopping experience for Kenyan consumers, emphasizing convenience, variety, affordability, and trendiness.

This BRD outlines the business needs, goals, and technical requirements to improve or scale the platform's capabilities in alignment with evolving customer expectations and market trends.

2. Business Objectives

- Enhance user experience and UI design to increase engagement and conversion.
- Streamline product management and inventory updates.
- Improve mobile responsiveness and loading speed.
- Integrate multiple payment gateways for broader customer inclusion.
- Enable personalized marketing through analytics and customer segmentation.
- Improve order tracking and logistics visibility.
- Allow customers to browse and purchase women's shoes online.
- Provide a secure, responsive, and smooth shopping experience.
- Enable order tracking and customer account management.
- Allow administrators to manage inventory and view orders.

3. Background and Current State

InStyle Kenya currently operates a web-based fashion storefront with basic product listings, cart functionality, and checkout. However, there are opportunities to optimize the platform for performance, aesthetics, and customer satisfaction, including better categorization, faster loading speeds, mobile-first UI/UX, and a loyalty program.

4. Stakeholders

Role	Name/Team	Responsibilities
Product Owner	InStyle Kenya CEO	Approves features, prioritizes roadmap
Project Manager	Internal Team Lead	Manages delivery, scope, timeline
Developers	Dev Team	Implements technical features
Marketing	Marketing Lead	Drives customer acquisition & retention
Logistics	Fulfillment Team	Manages order delivery and return process
Customers	End Users	Use the platform to browse and purchase

5. Scope of Work

In Scope

- Improved homepage and navigation redesign
- Product categorization (by gender, item type, occasion, brand)
- Enhanced search and filter options
- Cart and checkout optimization
- Multiple payment options (Mpesa, cards, bank)
- User accounts with order history and tracking
- Mobile-first responsive design
- Discount codes, promotions, loyalty system
- Analytics dashboard (sales, trends, user behavior)
- Newsletter integration and social media links

Out of Scope

- In-store physical integrations (unless planned later)
- International shipping (for initial phase)
- Native mobile app (may be future enhancement)

6. Functional Requirements

6.1 User Registration & Login

- Users can sign up with email only
- Users can log in and log out securely
- Users can reset their password via email
- Users can view and edit their profile information

6.2 Product Catalog

- Products should be categorized by:
 - Item type
 - Occasion (e.g., Workwear, Casual, Party)
 - Price range
 - Size and color
- Product page includes:
 - Multiple images
 - Product description
 - Available sizes and pricing
 - Stock availability indicator

6.3 Cart & Checkout

- Users can add items to the cart
- Users can remove or update quantities in the cart
- Users can apply discount codes or promotional vouchers
- Users can select delivery method (if multiple options are offered)
- Secure checkout must support Mpesa, Visa, and Mastercard payments
- Guest checkout should be allowed
- A confirmation message is shown after successful payment

6.4 Order Management

- Users can view their order history
- Users can view the status of current orders (e.g., processing, shipped, delivered)
- Users receive SMS or email updates for order confirmation and shipping
- Logged-in users can track orders from their dashboard

6.5 Admin Panel

- Admins can log into the backend system securely
- Admins can add new product listings with images, sizes, and pricing
- Admins can edit or delete existing product listings
- Admins can view customer orders and their statuses
- Admins can update the status of customer orders
- Admins can view basic reports (sales, orders, stock levels)
- Admins can respond to customer messages or contact form submissions

Non-Functional Requirements

- **Performance:** Website should load in under 3 seconds on 4G
- **Availability:** Minimum uptime of 99.9% monthly
- **Security:** All transactions must use HTTPS and SSL encryption
- **Scalability:** System should support future product and traffic growth
- **Mobile Responsiveness:** Website must be fully usable on smartphones and tablets
- **Usability:** Site navigation and layout should be intuitive and user-friendly

8. Assumptions

- Product images, prices, and stock data will be provided and up to date
- Mpesa and card payment integrations are already established
- Delivery services and partners are in place
- Email gateways are configured
- Customer service is available during business hours

9. Constraints

- Development budget is limited, so major features must be prioritized
- Testing must be completed without disrupting existing live users
- The feature improvements and testing must be finalized within 3 months
- Third-party tools or libraries used must comply with local data protection laws

10. Risks & Mitigation

Risk	Mitigation
Delays in payment API integration	Prioritize Mpesa first, phase in others
Low conversion on mobile	Conduct user testing and optimize UI
Order fulfillment errors	Integrate order tracking and SMS updates

11. Success Metrics

- +25% increase in mobile conversions
- +40% increase in repeat customers within 6 months
- <5% cart abandonment rate
- Customer satisfaction ratings above 90%