Business Requirement Document (BRD)
Mobilelo.com

30/07/2014
Version 1.0.0

Tech Trader

Content

1. Document Revision

Date	Version number	Document changes
30/07/2024	1.0.0	Initial draft

2. Approvals

Role	Name	Due	Signature	Date
Project Sponsor				
Project Manager				
Sysytem Architect				
Development Lead				
UX Lead				
Quality Lead				
System Administrators				

3. Stake holder Analysis for Mobilelo.com

3.1 Stake holder Identification for Mobilelo.com
Based on the project scope, the following stakeholders can be identified:

3.1.1. Internal Stake holders
- **Executive Management**: Responsible for overall business strategy and decision-making.
  Interest: Project success, ROI, market share
  Influence: High

- **Sales Team**: Responsible for generating revenue.
  Interest: Improved conversion rates, sales tools
  Influence: Medium

- **Customer Service Team**: Responsible for handling customer inquiries and support.
  Interest: Improved customer experience, reduced support tickets
  Influence: Medium

- **IT Department**: Responsible for website development and maintenance.
  Interest: Project feasibility, technical implementation
  Influence: High

- **Finance Department**: Responsible for budgeting and financial analysis.
  Interest: Project ROI, cost-benefit analysis
  Influence: High

3.1.2. External Stake holders
- **Customers**: End-users of the website.
  Interest: Improved website experience, product availability, customer support
  Influence: High through feedback and reviews

- **Suppliers**: Provide products to be sold on the website.
  Interest: Accurate product information, timely payments
  Influence: Medium

- **Partners**: Collaborate with the company for marketing or other purposes.
  Interest: Website integration, data sharing
  Influence: Medium

3.1.3. Stake holder Analysis Matrix

Stakeholder	Interest	Influence	Potential Impact
Executive Management	High	High	Critical
Marketing Team	Medium	Medium	Significant
Sales Team	Medium	Medium	Significant
Customer Service Team	Medium	Medium	Significant
IT Department	High	High	Critical
Finance Department	High	High	Critical
Customers	High	Medium	Significant
Suppliers	Medium	Low	Moderate
Partners	Medium	Low	Moderate

4. Introduction
4.1. Project Summary

4.1.1. Problem Statement
Mobilelo.com, an e-commerce platform specializing in mobile phones is experiencing significant challenges in converting website visitors into paying customers. Despite offering a wide range of mobile phones, the platform is facing issues such as high cart abandonment rates, low customer engagement, and suboptimal user experience. These factors are hindering revenue growth and preventing Mobilelo.com from reaching its full market potential.

The company needs to identify and address the underlying causes of these issues to improve customer satisfaction, increase sales, and establish a strong competitive position in the mobile phone e-commerce market. These issues include a inefficient product browsing and search functionality, insufficient product information and reviews, inconsistent shopping cart and checkout experiences, delayed order processing and fulfillment, and inadequate post-purchase support and engagement.

4.1.2. Solution
To address these challenges, Mobilelo.com will implement a comprehensive platform enhancement project focused on improving user experience, optimizing the checkout process, etc. This will involve:
- Enhance Product Browsing and Search Functionality: Improve navigation and search capabilities to provide a seamless browsing experience.
- Provide Comprehensive Product Information and Reviews: Enrich product listings with detailed descriptions, high-quality images, and user reviews.
- Optimize the Shopping Cart and Checkout Experience: Ensure a smooth and consistent shopping cart and checkout process.
- Improve Order Processing and Fulfillment Efficiency: Implement an efficient order processing system for timely inventory updates and order fulfillment.
- Enhance Post-Purchase Support and Engagement: Provide robust order tracking, easy returns, and a platform for user feedback.

4.1.2.1. Business Drivers
- Improved customer satisfaction and loyalty
- Enhanced brand image and market reputation

- Competitive advantage in the mobile phone e-commerce market
- Increase User Retention: Simplified registration and login processes will encourage more users to stay.
- Boost Conversion Rates: Improved browsing and checkout experiences will lead to higher sales.
- Build Trust: Detailed product information and user reviews will enhance user confidence in making purchases.
- Enhance Operational Efficiency: Streamlined order processing and fulfillment will reduce delays and improve customer satisfaction.
- Foster Customer Loyalty: Robust post-purchase support will keep customers engaged and coming back.

4.2. Project Scope
4.2.1. In-Scope Functionality
- Redesign of the website interface for a better user experience
- Enhanced navigation and search functionality
- Optimized shopping cart and checkout processes
- Comprehensive product information and user reviews
- Enhanced product information and visuals
- Implementation of effective marketing strategies and promotions
- Integration of analytics and tracking tools to measure performance
- Efficient order processing and fulfillment system
- Enhanced order tracking, return processes, and feedback mechanisms

4.2.2. Out-of-Scope Functionality
- Development of a mobile app
- Integration with third-party payment gateways (unless necessary for specific payment methods)
- Redesign of website aesthetics not impacting usability
- Marketing and promotional campaign strategies

4.3. System Perspective
4.3.1. Assumptions
- The existing website infrastructure can support the necessary changes.
- Relevant data and analytics are available for analysis and optimization.
- The project team has the necessary skills and resources to complete the project within the given timeframe.
- Necessary resources and budget are available for implementation.
- Users have access to the internet and basic digital literacy.

4.3.2. Constraints
- Budgetary constraints for website development and marketing activities.
- Time constraints for project completion to meet business objectives.
- Compatibility with existing systems and integrations.
- Dependence on third-party service providers for some functionalities.

4.3.3. Risks
- Potential technical challenges during website redesign.
- Negative impact on website performance during implementation.
- Changes in market trends or competitor activities.
- Resistance to change from existing users accustomed to the current system.
- Inadequate training for staff on new systems and processes.

4.3.4. Issues
- Existing technical debt that might complicate new implementations.
- Potential downtime during the transition to new systems.

5. Business Process Overview

5.1. Current Business Process (As-Is)
Mobilelo.com currently operates on a standard e-commerce model. Customers can browse through product categories or search for specific mobile phones. Once a desired product is found, it can be added to the shopping cart. The checkout process involves user Guest or registration or login, shipping address input, payment details, and order confirmation.
Key pain points in the current process include:
- Complex navigation and search functionality
- Limited product information and visuals
- Lengthy checkout process with multiple steps
- Inefficient cart management
- Lack of personalized recommendations
- Order processing and fulfillment are delayed.
- Post-purchase support is limited.
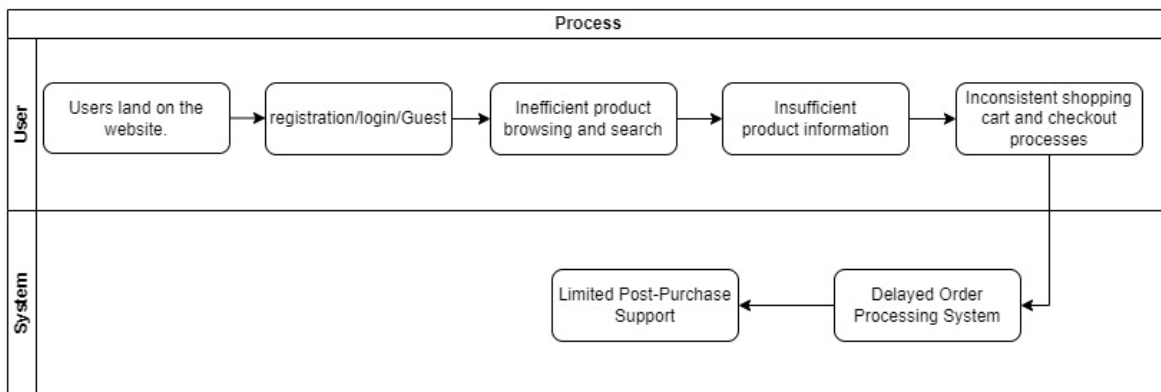
5.2. Proposed Business Process (To-Be)
The proposed business process aims to streamline the customer journey and enhance the overall shopping experience. Key improvements include:
- Simplified navigation with improved search functionality
- Enhanced product pages with detailed information and high-quality visuals and user reviews.
- Streamlined checkout process with fewer steps

- Personalized product recommendations based on customer behavior
- Improved cart management with features like saved carts and guest checkout
- Efficient order processing and fulfilment
- Robust post-purchase support and engagement.
- The new process will focus on:
- Providing a seamless user experience
- Increasing average order value
- Reducing cart abandonment rates
- Building customer loyalty through personalized interactions
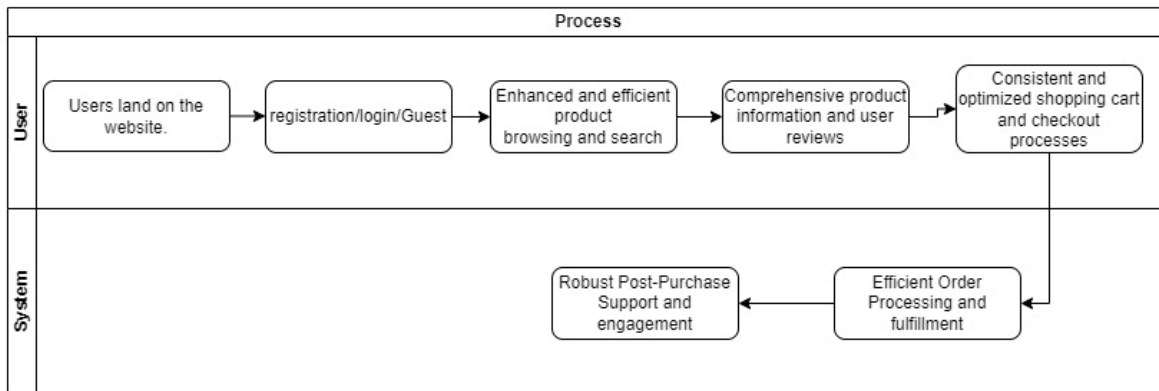
6. Business Requirements

The requirements in this document are prioritized as follows:

Value	Rating	Description
1	Critical	This requirement is critical to the success of the project. The project will not be possible without this requirement.
2	High	This requirement is high priority, but the project can be implemented at a bare minimum without this requirement.
3	Medium	This requirement is somewhat important, as it provides some value but the project can proceed without it.
4	Low	This is a low priority requirement, or a "nice to have" feature, if time and cost allow it.
5	Future	This requirement is out of scope for this project, and has been included here for a possible future release.

6.1 Functional Requirements

General Functional Requirements

Req#	Priority	Description	Rationale	Use Case Reference	Impacted Stakeholders
FR-G-001	1	Simplified user registration and login process	Simplifies user onboarding and increases conversion rates	Registration/Login/Guest	Development Team, Users

FR-G-002	1	Enhanced product browsing and search functionality	Improves user experience and helps users find products quickly	Product Browsing/Search	Development Team, Users
FR-G-003	1	Comprehensive product information including user reviews	Provides users with detailed product information and social proof	Product Information	Development Team, Users
FR-G-004	1	Consistent and optimized shopping cart and checkout processes	Ensures a smooth and reliable purchase process, reducing cart abandonment	Shopping Cart/Checkout	Development Team, Users
FR-G-005	1	Efficient order processing and fulfillment system	Speeds up the order fulfillment process and enhances customer satisfaction	Order Processing	Operations Team, Users
FR-G-006	1	Robust post-purchase support and engagement features	Improves customer retention and satisfaction through effective post-purchase support	Post-Purchase Support	Support Team, Users

Security Requirements

Req#	Priority	Description	Rationale	Use Case Reference	Impacted Stakeholders
FR-S-001	1	Secure user authentication and authorization	Ensures user data privacy and prevents unauthorized access	Security	Development Team, Users
FR-S-002	1	Secure payment processing	Protects user financial information and builds trust	Payment Information	Development Team, Users

Reporting Requirements

Req#	Priority	Description	Rationale	Use Case Reference	Impacted Stakeholders
FR-R-001	2	Generate weekly sales and user activity reports	Provides insights into business performance and user behavior	Reporting	Management, Marketing Team

Usability Requirements

Req#	Priority	Description	Rationale	Use Case Reference	Impacted Stakeholders
FR-U-001	1	Responsive design for mobile, tablet, and desktop devices	Ensures a consistent and accessible user experience across all devices	Usability	Development Team, Users

Audit Requirements

Req#	Priority	Description	Rationale	Use Case Reference	Impacted Stakeholders
FR-A-001	1	Audit trail for all user actions	Provides accountability and traceability for user activities	Audit	Compliance Team, Management

6.2. Non-Functional Requirements

Req#	Priority	Description	Rationale	Use Case Reference	Impacted Stakeholders
NFR-001	1	High availability and reliability	Ensures the website is available and reliable for users	Availability	Development Team, Users
NFR-002	1	Scalability to handle increasing number of users and transactions	Supports business growth and user demand	Scalability	Development Team, Management
NFR-003	1	Performance optimization for fast load times	Improves user experience and reduces bounce rates	Performance	Development Team, Users

7. Appendices

7.1. List of Acronyms
- BRD: Business Requirements Document
- UI: User Interface

7.2. Glossary of Terms
- Cart abandonment rate: The percentage of online shopping carts that are abandoned before checkout is completed.
- Conversion rate: The percentage of website visitors who complete a desired action, such as making a purchase.
- User experience (UX): The overall experience a user has when interacting with a product or service.
- User Retention: The ability to keep users returning to the website.

7.3. Related Documents
- Market Analysis Report
- Competitor Analysis Report
- User Interface (UI) Design Guidelines
- Project Plan
- User Experience Research Report
- Technical Specification Document