BRD - BUSINESS REQUIREMENT DOCUMENT

CASE STUDY - FOOD ORDERING WEBSITE

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PROJECT OVERVIEW:

The project seeks to modernize the food ordering website by incorporating key features designed to improve user experience and streamline operations. These enhancements aim to boost customer satisfaction and engagement on the updated platform. The proposed improvements include:

Online payment Integration: The online payment feature will be designed to provide a secure and seamless transaction process, ensuring that users can confidently make payments. This feature will include various payment options, such as credit and debit cards, digital wallets, and potentially even cryptocurrencies, catering to a wide range of user preferences.

Digital Menu Management System: Developing a flexible menu management platform that allows administrators to update menu items, prices, and availability in real-time, ensuring the menu is always accurate and current.

Reviews and Rating Features: Besides the payment functionality, we will implement a comprehensive review system that empowers users to share their feedback and rate their experiences. This system will allow users to submit written reviews and star ratings, offering insights into their satisfaction levels. It will also include filters for browsing reviews, making accessing relevant information easier for future customers.

BUSINESS OBJECTIVES:

1. To Implement a secure and user-friendly online payment system.
2. To create a dynamic digital menu management system for real-time updates, menu items, prices, and food availability.
3. To introduce a review and rating feature to foster customer engagement and feedback.
4. To enable users to save payment details for faster transactions in the future

STAKEHOLDERS: The possible stakeholders for this project include:

1. Business Owners/Management.
2. IT/Development Team.
3. Marketing Team
4. Customer Support Team.
5. Operations/Restaurant Staff.
6. Customers

7. Payment Gateway Providers

8. Web Hosting/Cloud Service

9. Vendors/Suppliers

10. Regulatory Authorities

11. Investors/Shareholders

Each stakeholder plays a crucial role in ensuring the project's success and alignment with business and customer needs.

SCOPE:

The scope of the project includes the development and implementation of features and systems to modernize the restaurant's food ordering platform, focusing on enhancing customer experience, operational efficiency, and feedback collection.

Online Payment Integration

- Development of a secure and user-friendly online payment system.
- Support for multiple payment methods, including credit/debit cards, digital wallets, and potentially cryptocurrencies.

Implementation of functionality to save customer payment details for faster transactions.

Digital Menu Management System

- Creation of a dynamic menu management platform for real-time updates of menu items, prices, and availability.

Administrative tools for easy menu adjustments by restaurant staff.

Customer-facing interface for browsing updated menus.

Customer Feedback and Review System

- Development of a feature that allows users to provide star ratings and written reviews after meals or deliveries.
- Implementation of filtering options for browsing and analyzing reviews.
- Data storage and reporting system for actionable feedback to guide service improvements.

Improved User Interface (UI) and Experience (UX) Design

- Creation of a user-friendly, responsive website design optimized for both desktop and mobile devices.

Testing and Quality Assurance

- Comprehensive testing to ensure system security, functionality, and user satisfaction.
- Iterative feedback and improvement cycles based on testing results.

Deployment and Maintenance

- Deployment of the platform on a secure hosting environment.
- Ongoing maintenance and updates to ensure system reliability and relevance.

OUT-OF-SCOPE ACTIVITIES

- Development of mobile applications (may be considered for future phases).
- Marketing or promotional activities for the website.
- Third-party service integrations not related to payments

    or menu management. Offline or point-of-sale (POS)

    system upgrades

This project focuses on enhancing the food ordering website to improve customer experience, operational efficiency, and overall business performance.

PROJECT TIMELINE:

PROCEDURES	TIME	ACTIVITY
PLANNING AND REQUIREMENT ELICITATION	1-3 WEEKS	Define requirements, finalize documentation, and assemble the development team.
SYSTEM DESIGN AND PROTOTYPING	3 - 6 WEEKS	Create and refine designs and prototypes based on stakeholder feedback.
DEVELOPMENT	6 - 10 WEEKS	Implementation of system functionality.
TESTING	10 - 13 WEEKS	User testing, system testing, and debugging.
DEPLOYMENT	13 WEEKS	The product goes live.

COST/BENEFIT ANALYSIS:

COST

CATEGORY	DESCRIPTION	COST
Development	Website design and development Payment gateway integration fees. Customer review and feedback system Menu management system	$45,000
Infrastructure	Hosting Domain Security - Secure Socket Layer (SSL). Maintenance and updates	$15,000
Operational	Staff training on platform usage	$10,000
Logistics and Implementation	Marketing to promote the new platform. Contingency funds for unforeseen expenses.	$15,000

Total Cost	Summation of overall cost.	$85,000

BENEFIT

BENEFITS
1. Enhanced customer experience.
2. Improved Operational Efficiency.
3. Increased Revenue Potential.
4. Competitive Advantage.
5. Data Insights and Decision Making.
6. Scalability and Adaptability.
7. Compliance and Security.
8. Reduced Customer Support Burden.

FUNCTIONAL REQUIREMENT

The following functional requirements outline the features and capabilities necessary for the successful implementation of this project:

1. **Online Payment System**

   - Payment Gateway Integration: The system must integrate with a secure payment gateway to process transactions.
   - Multiple Payment Options: Support credit/debit cards, mobile wallets, and other online payment methods.
   - Transaction Status: Provide real-time feedback on payment success, failure, or pending status.
   - Payment Confirmation: Send automatic payment confirmation via email and SMS.
   - Refund/Cancelation: Enable refund and cancellation processing as per business policy.

2. **Digital Menu Management System**

   - Admin Dashboard: Provide an interface for administrators to update menu items, prices, and availability.
   - Real-Time Updates: Reflect changes to the menu immediately on the customer-facing website.
   - Menu Categories: Organize items by categories (e.g., Mains, desserts).
   - Image and Description Management: Allow admins to upload images and detailed descriptions for menu items.
   - Availability Status: Mark Items as available, out of stock, or temporarily unavailable.

3. **Review and Rating System**

- Review Submission: Customers can submit reviews and ratings for orders or items.
- Review Moderation: Enable administrators to approve, reject, or remove inappropriate reviews.
- Star Rating System: Provide a 1–5-star rating system alongside textual feedback.
- Customer Profile Linking: Associate reviews with registered customer accounts for credibility.
- Public Display: Display customer reviews and ratings on product pages.
- These functional requirements ensure the system delivers on its core objectives while offering a secure, efficient, and engaging experience for Administrators and Customers.

NON-FUNCTIONAL REQUIREMENTS

The non-functional requirements define the system's quality attributes and constraints, ensuring it performs effectively under various conditions.

1. **Performance**

- Response Time: The website should load within 3 seconds for most users.
- Transaction Speed: Online payment processing should be completed within 5 seconds.

2. **Security**

- Data Protection: Customer data, including payment details, must be encrypted during transmission and storage.
- Access Control: Restrict admin features to authorized personnel only.

3. **Usability**

- User-Friendly Interface: The system must have an intuitive design for both customers and administrators.
- Accessibility: Ensure the website meets WCAG 2.1 standards for accessibility.
- Mobile Responsiveness: The site must function seamlessly on various devices, including smartphones and tablets.

4. **Availability and Reliability**

- Uptime: Ensure 99% uptime to minimize disruption to services.
- Error Handling: Provide clear error messages and recovery options for failed transactions or other issues.
- Redundancy: Implement failover mechanisms to ensure availability during server outages.

5. **Maintainability**

- Ease of Updates: The system should allow the deployment of new features and updates with minimal downtime.
- Documentation: Provide comprehensive documentation for developers and administrators.
- Modularity: Use a modular design to simplify troubleshooting or upgrade specific components.

6. **Scalability**

- Horizontal Scaling: Ensure the system can add more servers to handle increased traffic.

- **Future Expansion**: Design the system to accommodate additional features like loyalty programs or delivery tracking.

7. **Compatibility**

- **Browser Support**: The website should be compatible with all major browsers (Chrome, Firefox, Safari, Edge).
- **Payment Systems**: Ensure compatibility with widely used payment gateways and systems

8. **Localization and Language Support**

- **Language Support**: Provide multilingual options for diverse customer bases, if applicable.
- **Currency Support**: Enable multiple currency options for international users.

9. **Backup and Recovery**

- **Data Backup**: Implement regular automated backups for transaction data and system configurations.
- **Disaster Recovery**: Ensure the system can be restored within 2 hours in case of failure.

10. **Legal and Ethical Compliance**

- **Review Moderation**: Ensure customer reviews adhere to ethical standards by using moderation mechanisms.
- **Transparency**: Communicate terms and conditions for payment, refunds, and review use.
- **Compliance**: Adhere to the General Data Protection Regulation (GDPR), Payment Card Industry Data Security Standard
- 4.0 (PCI DSS), and other relevant security standards.

These non-functional requirements ensure the system is robust, secure, and scalable while providing a seamless and reliable user experience.

APPROVAL/SIGN-OFF

DEPARTMENT	NAME	SIGN-OFF
DEPARTMENT	NAME	SIGN-OFF
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