**Policy Bazaar**

**BRD- Business Requirements Document**

**1. The Current Business Problem:** Currently, Policy Bazaar is offering Insurance for individual, family, automobile but it does not offer any insurance for pets which leads to missing market opportunity. Many pet owners are seeking online pet insurance without need of visiting the branch physically. Customer are switching to different platforms that provides both (individual & pet) insurance, which also limits the growth of customer engagement which somewhere leads to the limited revenue generation.

**2. The Proposed Solution:** Wepropose adding a new policy type called pet insurance on our existing website(https://www.policybazaar.com). This will allow customers to purchase insurance policy for their pets online. It offers:

- Insurance for cats & Dogs

- We are providing insurance for every breed

- Provides hustle free claims for pet treatments, checkup, vaccination,etc

This addition of new insurance policy will lead to increase in market capture as well as improve customer engagement and boost overall profits in revenue.

**3. System Impacted:**

- A new option will be added to the existing website targeting customers to offer insurance policies for their pets.

- Payment Gateway

**4. Assumptions/Dependencies:** N/A

**5. Business Requirements:**

**5.1 Homepage Update**

* **5.1.1** Ability to display a **Pet Insurance** tab/button on the homepage.

**5.2 Pet Insurance Landing Page**

* **5.2.1** Ability for user to select their pet type.

**5.3 Select a Plan Page**

* **5.3.1** Ability to display pet insurance plans categorized by pet type (Dog / Cat).
* **5.3.2** Ability to view summarized details of each plan (Coverage, Premium, Benefits).

**5.4 Pet Insurance Plan Details Page**

* **5.4.1** Ability to view full plan details including coverage, benefits, exclusions, pricing, and plan term.
* **5.4.2** Ability to click "Buy Now" to initiate purchase process.

**5.5 Purchase and Payment Page**

* **5.5.1** Ability for users to fill pet and owner details in an online form.
* **5.5.2** Ability for users to complete payment using the existing payment gateway.

**5.6 Confirmation and Email**

* **5.6.1** Ability to display a purchase confirmation Pop up after payment.
* **5.6.2** Ability to send confirmation email with policy details mentioned.