



GEETANJALI DHOKE

business analyst

Business Requirements Document (BRD)

Email List Sign-Up
Form

Project title: Email List Sign-Up Form
Prepared for: Recruitment Assignment
Prepared by: Geetanjali Dhoke
Date: 14/07/2025

Executive Summary:

Provide users the option to subscribe to an email list by collecting their basic information via a web form and providing a clear confirmation when they do so.

Functional Requirements:

1.Form Elements:

- First Name: Required text input
- Last Name: Required text input
- Date of Birth: Required date picker
- Email Address: Required text input with email format validation

2.Submit Button:

- Validates all fields before submission
- On success:
 - Data is saved to the system (e.g., database or mailing list)
 - Confirmation message is shown

3.On error:

- User is notified of missing or invalid fields

4.Confirmation Message:

- Text: "Thanks for signing up."
We'll be keeping you in the loop about the latest device tips, product news, updates and special offers."

Non-Functional Requirements:

1.Responsiveness:

- Form adapts itself to fit desktop, tablet, and mobile.

2.Accessibility:

- Form fields labeled correctly for screen reader.
- Enough color contrast.

3.Performance:

- Confirmation message shown within 2 seconds.

4.Data Security:

- Inputs sanitized against injection attacks.
- Data secured.

Assumptions:

- No authentication of the user is required.
- No CAPTCHA is necessary.
- No multi-language support at this point.

Out of Scope:

- Email verification process.
- User account creation.
- Integration with CRM external systems.

Success Criteria:

- User is able to submit the form successfully with all the fields populated.
- Confirmation message shows up immediately.
- All data are stored properly.