G/D

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business analyst

Business Requirements Document (BRD)
Wordpress website

Project Title: WordPress Website
Date:
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Executive Summary:

This document outlines the business requirements for developing a WordPress-based website for Client Name. The objective is to create a responsive, user-friendly, and easily manageable website that enhances the company's digital presence and supports its business goals.

Business Objectives:

- Establish a professional online presence.

- Improve user engagement and accessibility.

- Provide information about services/products.

- Generate leads and inquiries.

- Enable easy content management by non-technical staff.

Scope of Work:

- WordPress CMS setup

- Custom theme design (or customization of an existing theme)

- Responsive design (mobile/tablet compatibility)

- Essential pages: Home, About, Services, Contact, Blog, etc.

- Contact form integration

- Social media integration

- SEO-friendly architecture

- Basic security setup (e.g., SSL, spam protection)

1-Year Hosting:

● Reliable, secure, and optimized hosting for four years.

● High-speed server configuration for enhanced loading times.

Professional Business Email:

● Setup of one professional email address matching your domain (e.g.,

info@yourbusiness.com).

● Easy integration with popular email clients for seamless access.

Testing & Quality Assurance.

● Rigorous testing of all features across devices and browsers.

● Delivery of a bug-free, high-performing website.

Support & Maintenance:

● Complimentary one-month post-launch support.

● Training sessions to equip your team for managing the WordPress CMS

independently.

Development Process:

1. Project Planning & Research: Comprehensive understanding of your needs,

competitors, and the industry.

2. Design & Development: An iterative approach to ensure your feedback is

incorporated.

3. Testing & Debugging: Thorough quality checks for flawless performance.

4. Deployment & Training: Website launch with training sessions for your team
to manage updates.

Functional Requirements:

Feature	Description
User-friendly CMS	WordPress dashboard should allow easy editing of text/images/pages.
Responsive Design	Website should render properly on all screen sizes.
Contact Form	Contact page should include a functional contact form.
Blog Module	Blog section to publish articles with categories and tags.
Social Media Links	Add icons linking to company's social media pages.
SEO Optimization	Basic SEO plugins installed (e.g., Yoast SEO).

Non-Functional Requirements:

1. Website should load in under 3 seconds.
2. Should be accessible on every devices.
3. Secure against common threats (XSS, spam, brute force).
4. 99.9% uptime (subject to hosting provider).

Assumptions:

- Client will provide logo, branding, and content.
- Hosting and domain are already purchased by the client (unless included).
- Plugin and theme licensing costs (if any) will be covered by the client.

Timeline:

Phase	Duration
Requirement Gathering	3 days
Design Approval	4 days
Development	10–12 days
Testing & QA	3 days
Go Live	1 day

Risks & Mitigation:

Risk	Impact	Mitigation
Delay in content from client	High	Set deadlines and reminders
Plugin/theme compatibility issues	Medium	Use widely supported plugins/themes
Scope creep	High	Sign-off on scope document

Approval:

Name	Role	Signature	Date
[Client Name]	Client		
Geetanjali Dhoke	Business Analyst		