**Performance Requirements:**

1. The website’s homepage should load in less than 4 seconds on Android 10+, Chrome on 4G.
2. The website should be able to handle maximum of 300 requests per minute.
3. There can be 100 concurrent sessions at a given time on our website.
4. Pages on our website fully load within 2 seconds of the request time when the user in on 4G.
5. There can be maximum of 25 background processes running on the server apart from user activity at a given time.
6. Our users are expected to grow by 15% of the current 70 regular user base in next two years.
7. As of now, the size of data is 15 GB which is expected to grow by 2% every month which should be managed and displayed efficiently.
8. The third-party systems (e.g., payments) should be able to respond within 10 seconds of the request time.
9. Our website should be able to function on any browser that supports JavaScript.
10. The landing page supporting 5,000 users per hour must provide 6 second or less response time in a Chrome desktop browser, including the rendering of text and images and over an LTE connection.
11. The user must be able to login into the system within 1 second.
12. The system must meet page load SLA for up to 25 page views per second.

**Security Requirements:**

1. Only the system data administrator can assign roles and change access permissions to the system.
2. The website needs to be resistant to DDoS and XSS attacks as well as other types of attacks.
3. All personally identifiable information must be encrypted before being stored in the database.
4. Password should be at least eight characters and contain upper and lowercase letters, numbers, and symbols.
5. Each user should have his or her own unique, private username and password for login.
6. Ensure 2-step verification, 2-factor authentication, or multi-factor authentication to assurance that you and your authorized users are the only people logging into your store.
7. There should be no links take your user to the wrong page destination.
8. You experience a near-constant barrage of ad pop-ups.
9. To understand what is being done to your merchant account, ask credit card companies for a comprehensive list of chargeback numbers.
10. Make sure that charges are properly noted on your customer's credit card statement. Add a descriptive product title and a customer support phone number.
11. To track every order that is dispatched, use a tracking number. Proof of delivery is crucial when defending against some erroneous chargebacks.
12. Get a website application firewall and use it.
13. Regularly backup the data on your website.
14. Keep an eye on what you download and incorporate.
15. Update and patch your website as necessary.
16. Give the pros a break with the payment and data processing.
17. Select a safe web server and online store platform.

**Reliability Requirements:**

1. Build a relationship with your audience.
2. Include trust seals and badges.
3. Showcase the social proof.
4. Give comprehensive product and shipping details.
5. 24/7 customer service is available.

## Ensure you have a professional website design

## Follow best practices for website accessibility like ADA requirements

## Secure your website from data and privacy theft

1. Your website must have an SSL connection.
2. A logo of secure payment processors
3. Install McAfee, Norton or Bitdefender security on your website for a secure connection

## Build trust by leveraging social proof

## Be transparent with customers

## Add any press mentions to show brand credibility

## Tell your brand story and tell it well

## Be consistency in creating content