

Business Requirement Document (BRD)

1. Project Objectives:

- Develop a scalable new platform that handles the current user load and anticipates future growth, potentially reaching 10 million active users by Q2 next year.
- Incorporate advanced features such as messaging encryption and group video calls to enhance user experience.
- Ensure seamless integration with existing marketing and analytics tools, maintaining robust data collection and user targeting capabilities.

2. Stakeholders:

- John (Product Manager): Leading the project and coordinating between teams.
- Sarah (Lead Developer): Key in researching and proposing technical solutions.
- Emily (Marketing Manager): Responsible for aligning platform capabilities with marketing strategies.
- David (Data Analyst): Provides insights on user data to inform platform scaling.

3. Functional Requirements:

- The platform must support an increased user load up to 10 million active users efficiently.
- Must include new features like advanced messaging encryption and group video calls.
- Needs to have robust API access for integration with existing tools.
- Data migration strategies must be implemented to transition from the old platform without user disruption.

4. Non-Functional Requirements:

- Scalability: The platform should efficiently scale to accommodate growth.
- Performance: Optimized to handle high user volumes with minimal latency.
- Security: Enhanced security measures, particularly for new features like encryption.
- Reliability: Stable operation during peak loads, especially in holiday seasons.

5. Constraints:

- The migration process must minimize disruption for current users, potentially requiring a phased rollout.
- The development timeline must consider the holiday season, avoiding major updates during peak user activity.
- Decision-making between in-house versus cloud-based solutions needs balancing factors such as cost, control, scalability, and time-to-market.