Business Requirements Document (BRD) for nopCommerce Demo Store

# 1. Introduction

The purpose of this document is to define the business requirements for the nopCommerce demonstration store (demo.nopcommerce.com). The goal is to establish a baseline e-commerce platform with intuitive navigation, secure transactions, and content-rich customer engagement features.

# 2. Business Objectives

* Boost Sales: Create a seamless product discovery and checkout flow to drive conversions.
* Enhance Engagement: Incorporate user accounts, wishlists, carts, and newsletters for customer retention.
* Support Content Management: Provide businesses with content features like news, blogs, and static pages for clearer communication.
* Enable Marketplace Growth: Facilitate vendor sign-ups for scalable product offerings.
* Ensure Operational Efficiency: Implement robust search, filtering, and admin tools for easy product management.

# 3. Scope

## In Scope:

* Product Catalog: Categories like Computers, Electronics, Apparel, etc. with product lists and detail pages.
* User Experience: Registration, login, password recovery, address management, wishlist, cart.
* Checkout Process: Real-time cart updates, gift cards, multi-step checkout.
* Content & Marketing: News, static pages, newsletters, social media links.
* Marketplace Features: Vendor registration, admin approval workflow.
* Localization: Currency selector (USD, EUR).

## Out of Scope:

* AI-powered product suggestions.
* Loyalty programs or gamification features.
* Language localization (beyond currency).

# 4. Stakeholder Overview

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| Stakeholder | Role | Interest / Focus |
| Business Owner | Platform oversight | Revenue, ROI, brand experience |
| Customers | Buyers navigating the site | Ease-of-use, trust, smooth checkout |
| Vendors | Selling marketplace goods | Product management, order handling |
| Marketing Team | Manages content & outreach | Engagement, promotional features |
| Customer Support Team | Handles queries and issues | Access to account, orders, support tools |
| IT / Development Team | Platform upkeep | Performance, security, scalability |

# 5. Functional Requirements

* User Account Management: Registration, login, profile management, wishlist, cart, compare list.
* Product Catalog: Product categories, details, filtering, sorting.
* Shopping & Checkout Flow: Cart management, gift card support, multi-step checkout.
* Content & Engagement: News/blogs, static informational pages, newsletters, social media links.
* Vendor Functionality: Vendor account application, admin approval.
* Localization & Currency: Currency selector (USD, EUR).

# 6. Non-Functional Requirements

* Performance: Page load under 3 seconds.
* Scalability: Handle increasing product listings and user sessions.
* Usability: Intuitive navigation, mobile responsive design.
* Security: HTTPS encryption, secure authentication, data protection.
* Availability: 99.5% uptime target.
* Maintainability: Easy admin dashboard for updates and management.

# 7. Business Rules

* Gift cards are applicable only to eligible products.
* Maximum of 3 products can be compared at once.
* Vendor accounts must be manually approved before activation.
* Newsletter subscription should follow double opt-in compliance.

# 8. Acceptance Criteria

* Homepage: Displays featured products, news, newsletter sign-up.
* Registration/Login: User can register, log in, reset password without issues.
* Wishlist/Compare Cart: Items persist and function correctly.
* Cart & Checkout: Checkout works end-to-end with gift cards.
* Vendor Signup: Applications are submitted and can be approved by admin.
* Static Pages: Accessible and properly formatted.
* Performance & Security: Meets KPIs for load time and encryption.

# 9. Dependencies & Constraints

* Relies on built-in nopCommerce modules (catalog, checkout).
* Integration with payment gateways and shipping providers.
* Hosting and regulatory compliance (e.g., GDPR).

# 10. Risks & Mitigation

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| Risk | Mitigation Strategy |
| Slow load times under traffic | Use CDN, optimize assets, cache frequently accessed pages. |
| Cart abandonment | Simplify checkout, enable cart reminders. |
| Vendor misuse | Verification in onboarding, enforce vendor policies. |
| Content update issues | Provide admin training, simplify UI. |
| Security vulnerabilities | Perform audits, enforce HTTPS, apply patches. |

# 11. Glossary

* BRD: Business Requirements Document
* UI: User Interface
* CDN: Content Delivery Network
* GDPR: General Data Protection Regulation

# 12. Appendices

Appendix A: Admin panel screenshots (product, order, vendor)

Appendix B: User journey examples (first-time buyer, returning customer)

Appendix C: Wireframes or mockups (if available)