## **Business Requirements Document (BRD) for Circle Up Chat Application**

**1. Introduction:** The purpose of this document is to define the business requirements for "Circle Up," a chat application designed to facilitate seamless communication between users through messaging, group chats, story sharing, and voice/video calling. This document outlines the application's key objectives, business needs, and functional requirements.

**2. Business Objectives:**

* Provide an intuitive and user-friendly chat application.
* Enable real-time communication through text, voice, and video.
* Support one-on-one and group interactions.
* Allow users to share multimedia content, including stories.
* Ensure data security and privacy through encryption.
* Create a scalable and high-performance system.

**3. Business Scope** **In-Scope:**

* One-on-one and group chat functionality.
* Multimedia sharing (images, videos, voice messages).
* Story sharing with auto-expiry.
* Contact management (adding and removing contacts).
* Voice and video calling.
* User authentication and profile management.
* Push notifications for new messages and calls.

**Out of Scope:**

* Advanced AI-based chatbots.
* Payment integration.
* Extensive social media features.

**4. Key Stakeholders:**

* **Business Owner:** Cravita Technologies Private Limited
* **Project Sponsor:** [Name]
* **Development Team:** Mobile app developers, backend engineers, UI/UX designers.
* **End Users:** General public, businesses, and organizations.

**5. Functional Requirements:**

* **User Authentication**: Login via phone number/email, profile creation.
* **Chat Features**: One-on-one and group chats, message encryption.
* **Story Feature**: Users can upload short-lived status updates.
* **Voice & Video Calls**: Call status indicators, call logs.
* **Contact Management**: Add, delete, and organize contacts.
* **Notifications**: Push notifications for messages, calls, and stories.
* **UI/UX**: Clean, responsive, and engaging design.

**6. Technical Requirements:**

* **Platform:** Android and iOS.
* **Development Framework:** Flutter or React Native.
* **Backend:** Firebase, AWS, or a cloud-based solution.
* **Database:** PostgreSQL/MySQL.
* **Security:** End-to-end encryption, data protection measures.

**7. Assumptions & Constraints:**

* Users must have an internet connection for real-time messaging.
* The app should support a scalable user base.
* Compliance with data privacy laws (GDPR, etc.).

**8. Success Metrics:**

* User adoption rate within the first six months.
* System uptime of 99.9%.
* Low latency in messaging and calling.
* High user engagement with chat and story features.

**9. Risks & Mitigation Strategies:**

* **Risk:** Security vulnerabilities.
  + *Mitigation:* Implement strong encryption and regular security audits.
* **Risk:** Performance issues with a large user base.
  + *Mitigation:* Optimize backend architecture for scalability.
* **Risk:** Low user adoption.
  + *Mitigation:* Implement marketing strategies and user onboarding guides.

**10. Conclusion:**

"Circle Up" aims to provide a robust, user-friendly, and secure chat experience. The development team is expected to adhere to the outlined business requirements to ensure successful implementation and adoption.

**End of Document**