

# Business Requirement Document (BRD)

Project Title: Retail Chain Mobile Application

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# Document Version: 1.0

## Author, Change Control

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| 1.0     | 2024-02-18 | Prashant C. Mungse | Initial draft |

## Approvers

| Approver            | Department    | Sign & Date |
|---------------------|---------------|-------------|
| Client/Stakeholders | Business Team |             |

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# **1. Introduction**

## **1.1 Purpose**

The purpose of this document is to outline the business requirements for the development of a mobile application for [Client Name – E-reTail], a retail chain with multiple stores across the country. The mobile application will enable customers to browse the product catalog, view prices, receive promotions/offers, and make purchases online.

## **1.2 Scope**

The scope of this project includes the development of a mobile application for both iOS and Android platforms. The application will integrate with the existing backend systems of the retail chain to retrieve product information, pricing data, and promotions. It will also include features for user authentication, browsing products, adding items to a shopping cart, and completing purchases, overall offering a smoother experience.

## **1.3 Definitions, Acronyms, and Abbreviations**

- BRD: Business Requirements Document
- iOS: Apple's mobile operating system.
- Android: Google's mobile operating system.
- SDLC: Software Development Life Cycle
- API: Application Programming Interface.
- UI: User Interface.

## **1.4 References**

- Goggle – Web Data

# **2. Business Objectives**

## **2.1 Goals**

- Develop a user-friendly mobile application that enhances the customer shopping experience.
- Increase online sales by providing customers with a convenient platform to browse and purchase products.
- Improve customer engagement through personalized promotions, notifications and user-friendly experience.

## **2.2 Success Criteria**

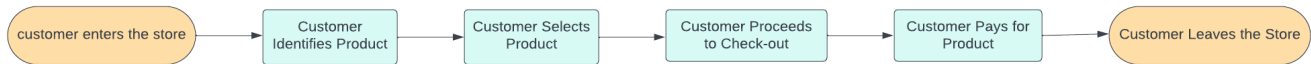
- Increase in app downloads and active users.
- Growth in online sales compared to previous periods.
- Positive feedback from customers regarding usability and functionality.

### 3. Current Business Process

#### 3.1 Process Overview

Currently, customers primarily interact with the retail chain through physical stores or the company's website. The website allows users to browse the product catalog but does not offer a mobile-friendly experience.

#### 3.2 Process Flow Diagram



### 4. Proposed Solution

#### 4.1 Solution Overview

The proposed solution is to develop a mobile application that replicates the functionality of the company's website while offering additional features optimized for mobile devices. The application will allow users to browse the product catalog, view prices, receive personalized promotions, add items to a shopping cart, and complete purchases.

#### 4.2 Features and Functions

- User authentication: Allow users to create accounts and log in securely.
- Product catalog: Display a comprehensive catalog of products with images, descriptions, and prices.
- Promotions: Deliver personalized promotions and discounts based on user preferences and purchase history.
- Shopping cart: Enable users to add items to a shopping cart, view cart contents, and adjust quantities.
- Checkout process: Facilitate secure online payments and order confirmation.
- User profiles: Allow users to manage their profiles, view order history, and update account information.

#### 4.3 User Roles and Permissions

- Customer: Can browse products, view prices, receive promotions, and make purchases.
- Administrator: Can manage product listings, promotions, and user accounts through an administrative dashboard.

#### 4.4 Data Requirements

- Product data: Name, description, image, price, and availability.
- User data: Name, email address, password (encrypted), shipping address, and payment information.
- Order data: Items purchased, quantities, prices, and order status.

#### 4.5 Integration Points

- Integration with the company's backend systems to retrieve product data, pricing information, and promotions.
- Integration with third-party payment gateways for secure online transactions.

## 5. Business Risks

### 5.1 Risk Identification

- Technical challenges in integrating with existing backend systems.
- Security vulnerabilities leading to data breaches.
- User adoption may be lower than expected.

### 5.2 Risk Mitigation Plan

- Conduct thorough testing and quality assurance to identify and address technical issues early in the development process.
- Implement robust security measures, including encryption of sensitive data and regular security audits.
- Invest in marketing and promotional efforts to increase app awareness and encourage user adoption.

## 6. Assumptions and Constraints

- Assumption 1: The company's backend systems can provide real-time product data and pricing information through APIs.
- Assumption 2: Users will have access to a stable internet connection for browsing and making purchases while using the app.
- Constraint 1: The project must be completed within a specified budget and timeline.

## 7. Project Timeline

[Provide a timeline for the project, including milestones and deliverables.]

## 8. Final Approval

This Business Requirement Document is hereby approved by:

Name: [Client/Stakeholders]

Title: Retail Chain Mobile Application.

Date: 2024-02-18

**(Note:** This document outlines the business requirements for the development of a mobile application for [Client Name]. It provides a comprehensive understanding of the project objectives, scope, and proposed solution, and will serve as a guiding reference throughout the development process.)