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

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

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)