**BRD for an Online Delivery System for a Clothing Outlet**

**1. Author, Version Control, and Approver**

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**2. Executive Summary**

**Problem Statement**: A clothing outlet has been experiencing an increase in orders, which is putting a strain on their current in-store delivery system. This is leading to longer wait times for customers and a decrease in overall customer satisfaction.

Proposed Solution: Develop an online delivery system to improve customer experience and efficiency.

**Business Benefits:**

* Improved customer satisfaction through faster and more convenient delivery options
* Increased sales from online orders
* Reduced labor costs associated with in-store delivery

**3. Glossary**

* Online delivery system: A system that allows customers to purchase clothing items online and have them delivered to their homes.
* Customer satisfaction: A measure of how happy customers are with a product or service.
* Sales: The total revenue generated from the sale of clothing items.
* Labor costs: The costs associated with paying employees to deliver clothing items.

**4. Business Goals**

* Increase customer satisfaction by 10% within one year of implementing the online delivery system.
* Grow online sales by 20% within one year of implementing the online delivery system.
* Reduce labor costs associated with in-store delivery by 15% within one year of implementing the online delivery system.

**5. Project Overview and Objectives**

**Project Overview:** This project will develop and implement an online delivery system for a clothing outlet.

**Objectives**:

* Create a user-friendly website that allows customers to easily browse and purchase clothing items.
* Integrate a secure payment gateway to process online transactions.
* Establish a partnership with a reliable delivery company to ensure timely and efficient deliveries.

**6. Project Scope**

**In-Scope:**

* Development of the online delivery system website
* Integration of a secure payment gateway
* Establishment of a partnership with a delivery company
* User testing of the online delivery system

**Out-of-Scope:**

* Development of a mobile app for the online delivery system
* Expansion of the online delivery system to international markets
* Marketing and advertising of the online delivery system

**7. Success Criteria**

* The online delivery system website is user-friendly and has a high conversion rate.
* Online transactions are processed securely and efficiently.
* Clothing items are delivered on time and in good condition.
* Customer satisfaction with the online delivery system is high.

**8. Current State**

* The clothing outlet currently relies on in-store delivery for all orders.
* In-store delivery is becoming increasingly inefficient due to the increase in order volume.
* Customer satisfaction with in-store delivery is declining.

**9. Target State**

* The clothing outlet has a fully functional online delivery system.
* Orders are placed and processed online.
* Clothing items are delivered to customers' homes.
* Customer satisfaction with the online delivery system is high.

**10. RAID - Risks, Assumptions, Issues, Dependencies**

**Risks:**

* The development of the online delivery system may take longer than expected.
* The integration of the payment gateway may be complex and time-consuming.
* The partnership with the delivery company may not be successful.

**Assumptions:**

* Customers will be comfortable using the online delivery system.
* The delivery company will be able to handle the increased volume of orders.
* There will be no major technical issues with the online delivery system.

**Issues:**

* The clothing outlet may need to invest in additional staff to manage the online delivery system.
* There may be initial customer resistance to the online delivery system.
* The delivery company may not have experience delivering clothing items.

**Dependencies:**

* The development of the online delivery system is dependent on the availability of qualified developers.
* The integration of the payment gateway is dependent on the cooperation of the payment gateway provider.
* The establishment of the partnership with the delivery company is dependent on the company's willingness to work with the clothing outlet.

**11. Major Business Requirements**

**BR 1:** The online delivery system website must be user-friendly and easy to navigate.

**BR 2:** The online delivery system must securely process all online transactions.

**BR 4:** The online delivery system must partner with a reliable delivery company to ensure timely and efficient deliveries.

**BR 5:** The online delivery system must provide customers with real-time tracking of their orders.

**BR 6:** The online delivery system must offer a variety of delivery options, including standard shipping, express shipping, and in-store pickup.

**BR 7:** The online delivery system must be able to handle a high volume of orders during peak seasons.

**12. Business Rules Governing the Business Requirements**

**BR 1:** The online delivery system website must be designed in accordance with the clothing outlet's branding guidelines.

**BR 2:** The online delivery system must comply with all applicable data privacy laws and regulations.

**BR 3:** The online delivery system must use a secure payment gateway that is certified by the Payment Card Industry Data Security Standard (PCI DSS).

**BR 4:** The online delivery system must partner with a delivery company that has a proven track record of on-time and accurate deliveries.

**BR 5:** The online delivery system must provide customers with a link to track their orders on the delivery company's website.

**BR 6:** The online delivery system must offer a variety of delivery options that meet the needs of different customers.

**BR 7:** The online delivery system must be scalable to handle an increase in order volume during peak seasons.

**13. Reference Documents**

* Clothing outlet's branding guidelines
* PCI DSS compliance requirements
* Delivery company's service level agreement

**14. Project Schedule and Budget**

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| --- | --- | --- |
| Phase | Duration | Budget |
| Design | 2 weeks | £5,000 |
| Development | 8 weeks | £20,000 |
| Testing | 2 weeks | £5,000 |
| Launch | 1 week | £2,500 |
| Total | 13 weeks | £32,500 |

***EXTRAS***

**Project Assumptions**

* The project will be completed on time and within budget.
* There will be no major technical issues during the project.
* The clothing outlet will be able to provide all necessary resources for the project.

Project Risks

* The project may be delayed due to unforeseen technical challenges.
* The cost of the project may increase if there are unforeseen scope changes.
* The clothing outlet may not be able to provide all necessary resources for the project.

**Project Mitigation Strategies**

* The project team will use agile development methodologies to minimize the risk of delays and scope changes.
* The project team will closely monitor the project budget and will take corrective action if necessary.
* The project team will work closely with the clothing outlet to ensure that all necessary resources are available.