BRD DOCUMENTATION FOR ONLINE BOOK STORE (PRACTICE) ( need to do formatting )

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| **Document Title** | **Business Requirement Document (BRD)** |
| **Project Name** | **Readers ( Online Book Store )** |
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| **Version** | **1.2** |
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**Table of content**

**Executive Summary**

**Brief Overview of Project :**

An online bookstore is a website where people can buy books over the internet. You can browse different genres, search for specific titles or authors, and read reviews. Once you choose a book, you can pay for it, and it gets delivered to your home or, in the case of e-books, downloaded directly to your device for reading. It's convenient because you can shop from anywhere and get access to a wide range of books.

Purpose of the Document :

The purpose of the document is to explain how the online bookstore works, what it needs to run, and what features it should have. It helps everyone involved, like developers and users, understand how the bookstore will function and what to expect from it.

**Business Objective and High-Level Project Goals**

**Business Objective:**  
The business objective of the online bookstore is to provide a convenient, user-friendly platform where customers can easily browse, purchase, and download books online. This aims to increase sales, reach a wider audience, and offer customers a hassle-free shopping experience from anywhere.

**High-Level Project Goals:**

1. Create a website that allows users to search, view, and buy books.
2. Provide multiple payment options for easy checkout.
3. Offer both physical books and e-books for download.
4. Ensure secure transactions and user data protection.
5. Develop a mobile-friendly design for on-the-go access.

PROJECT SCOPE

In-Scope :

**n-Scope:**

1. **User Registration and Login:**
   * Users can create accounts, log in, and manage their profiles.
2. **Book Search and Browsing:**
   * Users can search for books by title, author, genre, or keywords and browse through categories.
3. **Book Details and Reviews:**
   * Each book has a detailed page showing its description, price, ratings, and customer reviews.
4. **Shopping Cart and Checkout:**
   * Users can add books to their cart, review purchases, and proceed to checkout with multiple payment options (credit/debit cards, PayPal, etc.).
5. **Order Management:**
   * Users can view their order history, track shipments, and manage cancellations or returns.
6. **E-book Downloads:**
   * After purchase, users can download e-books directly to their devices in supported formats (PDF, ePub, etc.).
7. **Wishlist:**
   * Users can save books to their wishlist for future purchases.
8. **Secure Payments:**
   * Integrated secure payment gateways for safe transactions.
9. **Mobile-Friendly Design:**
   * The website will be optimized for mobile devices, allowing users to shop on smartphones and tablets.
10. **Customer Support:**
    * Users will have access to help, FAQs, and support for any issues with their purchases or account.
11. **Personalized Recommendations:**
    * The system will recommend books based on users' browsing history and preferences.

**Out-of-Scope:**

1. **Social Features:** Users will not be able to follow or connect with other users or share their reading lists on social media platforms.
2. **Physical Book Purchases:** The platform will not support the sale of physical books or any related logistics (shipping, handling, etc.)

**Business Problem**

Many online book retailers struggle to meet customers' needs. Users often find it hard to discover new books due to poor search options, and the purchasing process can be complicated and frustrating. Additionally, there’s a lack of support when users face issues, and managing e-book downloads is often challenging.

**Business Objective**

The goal of this project is to create an easy-to-use online book store that solves these problems by:

1. **Improving Search:** Allowing users to easily find books by title, author, genre, or keywords.
2. **Personalizing Recommendations:** Offering book suggestions based on users’ interests.
3. **Simplifying Checkout:** Making the buying process smooth with multiple secure payment options.
4. **Enhancing Support:** Providing helpful resources and customer support for any issues.
5. **Streamlining E-book Management:** Ensuring easy downloads and access to purchased e-books on various devices.

**Goals of the Project**

* **Improve Book Discoverability:**
  + Implement a user-friendly search and browsing system for easy book finding.
* **Enhance User Engagement:**
  + Develop personalized book recommendations based on user preferences.
* **Simplify the Purchasing Process:**
  + Create an intuitive shopping cart and checkout experience with multiple secure payment options.
* **Provide Comprehensive Customer Support:**
  + Establish accessible help resources and customer support for user inquiries and issues.
* **Facilitate E-book Management:**
  + Enable easy downloading and access to purchased e-books in various formats across devices.

**Alignment with Business Objectives**

* **Customer Satisfaction:** Enhance user experience to boost loyalty and retention.
* **Increased Sales:** Streamline purchasing processes to reduce cart abandonment and drive revenue.
* **Market Differentiation:** Offer unique features like personalized recommendations to stand out from competitors.
* **Operational Scalability:** Build a platform that adapts to evolving market trends and user needs.

List of Stakeholder and Names

1. Project Sponsor:

- Provides overall direction, support, and resources for the project.

2. Project Manager:

- Oversees project execution, ensures timelines and budgets are met, and manages the project team.

3. Business Analysts:

- Gather requirements, analyze user needs, and ensure the project aligns with business objectives.

4. UI/UX Designers:

- Design the user interface and experience to ensure the platform is user-friendly and visually appealing.

5. Developers:

- Build the platform, implement features, and ensure functionality according to specifications.

6. Quality Assurance (QA) Testers:

- Test the platform for bugs, usability issues, and overall performance to ensure quality before launch.

7. Marketing Team:

- Develops marketing strategies to promote the platform and attract users.

8. Customer Support Team:

- Provides assistance to users, addresses inquiries, and resolves issues post-launch.

9. Legal/Compliance Officers:

- Ensure the platform adheres to legal requirements and regulations, especially regarding data privacy and payment processing.

10. End Users:

- The primary audience who will use the platform, providing feedback and insights for future improvements

**Project Sponsor**

**Name:** [Sponsor's Name]  
**Title:** Chief Marketing Officer (CMO)  
**Organization:** [Your Company Name]  
**Email:** [Sponsor's Email]  
**Phone:** [Sponsor's Phone Number]

**Role Overview:** The Project Sponsor for the online bookstore project is responsible for providing strategic direction and support throughout the project's lifecycle. The sponsor will ensure that the project aligns with the organization's goals, secures necessary resources, and addresses any high-level issues that may arise.

**Responsibilities:**

* **Vision and Alignment:** Define the vision for the online bookstore, ensuring it aligns with the overall business strategy and customer needs.
* **Resource Management:** Allocate necessary funding and resources to support project development and implementation.
* **Stakeholder Communication:** Serve as the primary point of contact for high-level stakeholders, facilitating communication and engagement throughout the project.
* **Decision Authority:** Make key decisions regarding project scope, priorities, and timelines, particularly in response to challenges or changes.
* **Risk Oversight:** Identify potential risks associated with the project and provide guidance on mitigation strategies to ensure successful outcomes.
* **Advocacy and Support:** Promote the project's benefits within the organization and champion its importance to secure stakeholder buy-in and collaboration.

**Project Sponsor's Statement:** I am committed to the success of the online bookstore project and believe that it will significantly enhance our customers' shopping experience while driving revenue growth. I look forward to collaborating with the project team to bring this vision to life.

**Business Owner**

**Name:** [Business Owner's Name]  
**Title:** Product Manager  
**Organization:** [Your Company Name]  
**Email:** [Business Owner's Email]  
**Phone:** [Business Owner's Phone Number]

**Role Overview:** The Business Owner for the online bookstore project is responsible for defining the business requirements and ensuring that the project delivers value to the organization. They act as a bridge between the project team and stakeholders, providing insights into market needs and customer expectations.

**Responsibilities:**

* **Requirement Definition:** Gather and document business requirements, ensuring they reflect the needs of the target audience and align with company goals.
* **Stakeholder Engagement:** Collaborate with stakeholders to understand their needs and expectations, ensuring their perspectives are included in the project.
* **Product Vision:** Define the product vision and strategy for the online bookstore, prioritizing features that will drive user engagement and sales.
* **Market Analysis:** Conduct market research to identify trends, competitor offerings, and customer preferences that inform product development.
* **User Acceptance Testing (UAT):** Lead the user acceptance testing process, ensuring that the final product meets business requirements and is ready for launch.
* **Performance Monitoring:** After launch, monitor product performance and gather feedback to inform future enhancements and updates.

**Business Owner's Statement:** I am dedicated to making our online bookstore a go-to destination for book lovers. By focusing on customer needs and market trends, I aim to create a platform that not only attracts users but also fosters loyalty and repeat purchases.

**Project Manager**

**Name:** [Project Manager's Name]  
**Title:** Project Manager  
**Organization:** [Your Company Name]  
**Email:** [Project Manager's Email]  
**Phone:** [Project Manager's Phone Number]

**Role Overview:** The Project Manager is responsible for planning, executing, and closing the project. They ensure that the project stays on track regarding scope, time, and budget, while also facilitating communication among stakeholders.

**Responsibilities:**

* **Project Planning:** Develop a detailed project plan outlining tasks, timelines, and resource allocation.
* **Team Coordination:** Lead and coordinate the project team, ensuring everyone understands their roles and responsibilities.
* **Progress Tracking:** Monitor project progress against milestones and deliverables, adjusting plans as necessary to stay on schedule.
* **Risk Management:** Identify potential risks to the project and develop mitigation strategies to minimize impact.
* **Communication:** Serve as the main point of contact for stakeholders, providing regular updates on project status and addressing any concerns.
* **Quality Assurance:** Ensure that project outputs meet the required quality standards and align with business objectives

**Project Team**

**Team Composition:**

* **Business Analysts:** Responsible for gathering and analyzing business requirements and ensuring they align with user needs.
* **UI/UX Designers:** Focus on creating a user-friendly interface and enhancing the overall user experience of the online bookstore.
* **Developers:** Build and implement the platform, coding features according to the specifications defined in the requirements.
* **Quality Assurance (QA) Testers:** Test the platform for functionality, performance, and usability to ensure it meets business and user requirements.
* **Marketing Specialists:** Develop marketing strategies and campaigns to promote the online bookstore and attract users.
* **Customer Support Representatives:** Provide assistance to users, handling inquiries and issues after the platform launch.

**Team Overview:** The project team is a collaborative group of professionals with diverse skills and expertise, working together to ensure the successful delivery of the online bookstore project. Each member plays a crucial role in bringing the project vision to life and meeting the outlined business objectives.

**Functional Requirements**

1. **User Registration and Profile Management:**
   * The system shall allow users to create an account by providing their name, email address, and password.
   * Users shall be able to log in to their accounts, update their profile information, and manage their passwords.
   * The system shall send a verification email to users upon registration to confirm their email address.
2. **Book Search and Browsing:**
   * The system shall provide a search functionality that allows users to find books by title, author, genre, or keywords.
   * Users shall be able to browse books by predefined categories (e.g., Fiction, Non-Fiction, Mystery, etc.).
   * The search results shall display relevant book information, including title, author, price, and cover image.
3. **Shopping Cart and Checkout:**
   * The system shall allow users to add books to a shopping cart and view their cart contents at any time.
   * Users shall be able to modify quantities or remove items from the cart before proceeding to checkout.
   * The checkout process shall provide multiple payment options (e.g., credit/debit cards, PayPal) and capture the user's shipping information.
4. **Order Management:**
   * The system shall provide users with access to their order history, displaying details of past purchases, including order date, items purchased, and total cost.
   * Users shall be able to track the status of their current orders and receive notifications regarding shipping updates.
   * The system shall allow users to initiate cancellations or returns for eligible orders according to the store's return policy.

**Non-Functional Requirements**

1. **Performance:** The system shall respond to user queries within 2 seconds and load book details within 3 seconds.
2. **Scalability:** The platform shall support at least a 100% growth in users and transactions without performance degradation.
3. **Security:** The system shall use HTTPS and data encryption to protect user information and payment details.
4. **Usability:** The interface shall allow users to access any book detail page within three clicks for an intuitive experience.

**Assumptions**

1. **User Adoption:** It is assumed that users will be familiar with basic online shopping practices and will have access to the internet to use the platform.
2. **Payment Processing:** It is assumed that the selected payment gateway will support multiple payment methods and function reliably throughout the project lifecycle.
3. **Content Availability:** It is assumed that all book content (titles, descriptions, images) will be provided by the publishers and will be available for integration into the platform.
4. **Technical Infrastructure:** It is assumed that the organization has the necessary technical infrastructure (servers, hosting, etc.) to support the deployment and operation of the online bookstore.

**Constraints**

1. **Budget Limitations:** The project budget is capped at [specify amount], which may limit the scope of features that can be implemented.
2. **Timeline Restrictions:** The project must be completed and launched within a specified timeframe (e.g., six months) due to market demands or business goals.
3. **Regulatory Compliance:** The platform must comply with applicable data protection regulations (e.g., GDPR, CCPA), which may impose additional requirements on data handling and storage.
4. **Resource Availability:** The project may be constrained by the availability of key team members (e.g., developers, designers) who may be assigned to other projects or responsibilities.

Here’s the revised text tailored specifically for the online bookstore project:

Success Criteria

The success of the online bookstore project will be measured by key performance indicators, including user adoption rates, with a target of at least 10,000 registered users within the first six months post-launch; customer satisfaction scores of 85% or higher based on feedback; and a 20% increase in sales compared to the previous period. Additionally, achieving a website performance benchmark of loading times under 3 seconds and maintaining a high level of security with minimal incidents will also indicate project success.

Timeline

The project is scheduled to be completed over a period of six months, commencing on \*\*[start date]\*\* and concluding with the official launch on \*\*[end date]\*\*. This timeline includes phases for requirements gathering, design, development, testing, and final deployment, ensuring that all stakeholders are aligned on key deadlines to bring the online bookstore to market effectively.

Milestones

Key milestones for the project include the completion of requirements documentation by \*\*[date]\*\*, the finalization of UI/UX designs by \*\*[date]\*\*, completion of development and initial testing by \*\*[date]\*\*, and a successful user acceptance testing (UAT) phase by \*\*[date]\*\*. Each milestone will serve as a checkpoint to assess progress, allowing the team to make necessary adjustments and stay on track for the final launch of the online bookstore.

Sign-Off

Sign-off on this Business Requirements Document will be obtained from key stakeholders, including the Project Sponsor, Business Owner, and Project Manager. Once all parties have reviewed and approved the document, it will serve as the official guide for the execution of the online bookstore project, ensuring alignment and commitment to the outlined objectives and requirements.