Business Requirements Document (HappyTummies)

**Project Name:** Digital Payment & Order Flexibility Enhancement

**The Current Business Problem: HappyTummies** is a restaurant chain that offers online food ordering through its own mobile app. Currently, the app supports **only Cash on Delivery (COD)** as a payment method. While this was acceptable during the initial launch phase, the increasing customer base and order volume have created **limitations in terms of convenience, speed, and operational scalability**.

Furthermore, the app **does not support digital payment options**, **coupon-based discounts**, or any form of **order cancellation mechanism**. These missing features are causing:

* **Customer dissatisfaction**, as users expect UPI, Card, and Wallet payment options.
* **Missed marketing opportunities**, due to the lack of offers on ordering.
* **Lack of user flexibility**, since there's no way to cancel an order after it's placed, increasing risk of order rejections at the delivery location.

Due to these problems, **HappyTummies risks losing competitive edge** against food aggregators like Zomato, Swiggy, etc.

**The Proposed Solution:** To address the current limitations and improve customer experience, **HappyTummies** needs to implement the following enhancements in its mobile application:

1. Enable multiple digital payment methods such as **UPI, Debit/Credit Cards and Wallets**. This will reduce dependence on cash, increase order success rate, and match with modern customer expectations.
2. Introduce a system to allow customers to apply **promo codes or discount coupons** during checkout. The marketing team should be able to create, schedule, and manage offers from the admin panel.
3. Provide users with the ability to **cancel their order within a short time window** (i.e. 2 minutes after confirmation), directly from the order confirmation screen.

These changes will **reduce operational risks, and enhance customer satisfaction,** thereby strengthening HappyTummies’ market position.

**Assumptions:**

1. The selected payment gateway provider will be secure and PCI-DSS-compliant, and support UPI, Cards and Wallets payment methods as planned.
2. The marketing team will provide coupon rules (discount type, validity, usage limits, etc.).
3. Order cancellations will be allowed within 2 minutes after confirmation. Refunds, if required, will follow the payment method’s policy.

**Dependencies:**

1. Integration with a third-party payment gateway.
2. Coupon engine logic needs to be developed or integrated, either internally or through a marketing tool.
3. Testing and QA team readiness to validate different payment flows, edge cases, and discount scenarios.
4. Customer support needs to be prepared to handle queries related to failed payments, coupon issues, or cancellations.

**Business Requirements:**

**BR-01:-** The application must allow users to apply valid promo codes or discount coupons during the checkout process.

**BR-02:-** The system must validate coupon codes based on parameters such as expiry date, usage limit, user eligibility, and discount type.

**BR-03**: The application must allow users to select their preferred payment method (UPI, Card, Wallet, COD) during checkout, and redirect to the appropriate payment gateway flow for digital options.

**BR-04:-** The application must allow users to cancel their order within a 2-minute window after order confirmation.

**BR-05:-** The application must display a confirmation prompt before finalizing order cancellation, allowing users to either proceed with cancellation or return to the order screen

**BR-06:-** The system must notify the user in real time upon successful payment, coupon application, or cancellation confirmation.

**BR-07:-** The marketing team must be able to create, manage, activate, and deactivate coupon campaigns.

**BR-08:-** The marketing team must be able to track coupon performance including Total Redemptions, Creation Date, Validity, etc.