Business Requirements Document (PolicyBazaar)

**The Current Business Problem:** Currently **PolicyBazaar**  is providing various Insurance Policies like:

* Health Insurance
* Life Insurance
* Automobile Insurance

Though PolicyBazaar is currently leading in Individual and Family Insurances, they are missing out opportunities in capturing Pet Insurance market. Customers tend to switch to another platform offering Insurances for them as well as their pets, which leads to loss in revenue and reduced market capture.

**The Proposed Solution:** We propose adding a new policy type - Pet Insurance on our existing website. This will allow Customers to purchase insurance policies for their Pets online.

* Offers insurance for Cats and Dogs of any breed.
* Provides hassle-free claims for Pet treatments, checkups, vaccinations, etc.

This addition will lead to increased market capture as well as improve customer engagement and boost overall profits in revenue.

**Systems Impacted:** A new option will be added to the existing website targeting customers to offer insurance policies for their pets.

* Company Website
* Payment Gateway

**Assumptions/Dependencies:** N/A

**Business Requirements:**

**1. Homepage Update**

* **1.1** Ability to display a Pet Insurance tab/button on the homepage.

**2. Pet Insurance Landing Page**

* **2.1** Ability to display pet insurance plans categorized by pet type (Dog / Cat).
* **2.2** Ability to view summarized details of each plan (Coverage, Premium, Benefits).

**3. Pet Insurance Plan Details Page**

* **3.1** Ability to view full plan details including coverage, benefits, exclusions, pricing, and plan term.
* **3.2** Ability to click "Buy Now" to initiate purchase process.

**4. Purchase and Payment Management**

* **4.1** Ability for users to fill pet and owner details in an online form.
* **4.2** Ability for users to complete payment using the existing payment gateway.

**5. Confirmation and Email Notification**

* **5.1** Ability to display a purchase confirmation Pop up after payment.
* **5.2** Ability to send confirmation email with policy document attached.