Business Requirements Document

| Project Name: | Date Submitted: |
| --- | --- |
| Project Manager: | Document Status: |

## **Executive summary**:

a short description of the project's background and main target. Must explain why the project was initiated. No more than three paragraphs long!

Write about:

* Specific challenges/problems you want to address
* Pose solutions
* Provide relevant statistics or market data to up credibility and justify the project

## **Project Objectives**:

Must describe the results you expect to achieve and how they contribute to the business goals.

include:

* Specific metrics for project outcomes
* Use the SMART approach to clarify goals, ensuring that they are specific, measurable, achievable, realistic, and time-bound.

## **Project Scope**:

List work(development tasks) that must be done during the project.

* Break the project/undertaking into smaller sections/blocks
* Define main deliverables
* May also include Pre-development tasks

## **Functional Requirements**:

List work that must be done during the project. list development tasks. Use the Agile approach where all requirements are put in priority order with must-haves developed first.

* Product scope = list of features to be developed
* User stories ➡️ interaction scenarios ➡️ User Flows
  + Example: as a traveler, I want to choose airplane seats online so that I can sit with my friends.

## **Stakeholders**:

Anyone who is affected by/ or can affect the project. And specify their role in the project.

* Development team members.
* Project manager.
* C-level managers
* Investors
* End-users

| **Stakeholder Name:** | **Designation/Title:** | **Role:** |
| --- | --- | --- |
|  |  |  |

## **Schedule and Deadlines**:

A schedule to finalize important deadlines and critical milestones to help monitor progress and update stakeholders on the project at specific phases.

* Estimate timing for each phase
  + Planning
  + Design
  + Development
  + Testing (QA)
  + Deployment
  + Maintenance
* Estimate the time it should take to complete these stages
* Specify deliverables to be completed by the end of the project

| **Phase:** | **Function:** | **Deadline:** |
| --- | --- | --- |
|  |  |  |

## **SWOT analysis**:

SWOT stands for Strengths, Weaknesses, Opportunities, and Threats.

* Identifies a project’s/Company's strengths and weaknesses alongside external opportunities and threats.
* develop strategies to maximize their strengths, improve weaknesses, seize opportunities, and minimize threats.

| **Strengths:** | **Weaknesses:** | **Opportunities:** | **Threats:** |
| --- | --- | --- | --- |
|  |  |  |  |

## **Financial Statements**:

Contains the estimated cost of each project phase as well as the funding sources

Estimate Cost for each phase

* Analogous estimating
  + Someone who already has experience
* Three Point Estimating
  + Three different stages: optimistic, pessimistic, and realistic
  + Calculate the cost = (R\*4) +O +P / 6
* Bottom up Estimating (more precise)

Break down the project into smaller subtasks and how the people directly involved in doing the job estimate the required time and resources for each subtask, the sum of their estimations should give you the approximate total.

* Project ➡️ Project phases 1 & 2 ➡️ subsequent activities

| **Back-end development:** | $120,000.00 |
| --- | --- |
| **Front-end development:** | $47,000.00 |
| **Database setup:** | $26,000.00 |
| **API Integration:** | $16,250.00 |
| **Testing:** | $10,250.00 |

| **TOTAL annual development costs:** | $224,500.00 |
| --- | --- |

## **Cost-Benefit Analysis**:

Compare the expected cost and revenues to determine whether the cost is worth the investment.

**Benefits/Anticipated Gains:**

| **Subscriptions:** | $175,000.00 |
| --- | --- |
| **In-App Purchases:** | $47,500.00 |
| **Advertising Revenue:** | $38,750.00 |
| **Premium Features:** | $62,150.00 |

| **TOTAL Annual Benefits:** | $323,400.00 |
| --- | --- |

**TOTAL annual development costs: - $224,500.00**

**TOTAL Annual Benefits: +$323,400.00**

**Net Profit: +$98,900.00**