

Business Requirements Document (BRD)

1. Project Overview

The eCommerce platform aims to enhance the customer experience by introducing an **Order Tracking Feature** that allows users to track their shipment in real-time. This feature will reduce customer support inquiries and improve order visibility.

2. Business Objectives

- Increase customer satisfaction by providing real-time order updates.
- Reduce customer service inquiries related to order status.
- Improve transparency in the delivery process.

3. Key Features & Functionalities

- Users can track their orders using an **Order ID** or **Email/Mobile Number**.
- Real-time updates on order status, including:
 - **Order Placed**
 - **Dispatched**
 - **Out for Delivery**
 - **Delivered**
- Integration with major courier services (e.g., **FedEx, DHL, Blue Dart**).
- Push notifications for status updates.
- Estimated delivery date and time visibility.
- User-friendly interface with a search bar for order tracking.

4. Stakeholders

- **Customers** (end-users).
- **Business Operations Team** (manages order processing).
- **Development & IT Team** (builds and maintains the feature).
- **Logistics & Delivery Partners** (provides order status updates).

5. Assumptions & Constraints

- The system should be accessible via both mobile and desktop devices.
- Order tracking should work only for registered customers.
- The platform should handle up to **100,000 tracking requests per day**.
- Data should be updated in real-time to reflect the latest order status.

6. Success Metrics

- **Reduction in customer inquiries** related to order tracking by **30%** within the first six months.
- **User engagement** (at least **70%** of customers use the tracking feature after purchase).
- **Improved customer satisfaction** (increase in Net Promoter Score by **15%**).

7. Risks & Mitigation Strategies

Risk	Mitigation Strategy
Delay in courier API response	Implement caching and fallback mechanisms
High traffic causing slow performance	Optimize backend processes and implement load balancing
Incorrect status updates	Ensure real-time API synchronization with courier partners

8. Next Steps & Timeline

- **Requirement Finalization:** 2 weeks
- **Development Phase:** 6 weeks
- **Testing & QA:** 3 weeks
- **Deployment & Monitoring:** 2 weeks