Business Requirements Document (BRD)

Project Name :   
Product Recommendation System

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### Product Recommendation System

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### **1. Executive Summary:**

The Product Recommendation System aims to enhance our customers' shopping experience by providing tailored product suggestions based on merchant data. This project is estimated to last six months with a budget of approximately $200,000.

### **2. Introduction:**

As our platform grows, so does the variety of products available. To assist customers in navigating this vast array and to increase sales, a system is required to recommend products based on data provided by merchants, previous user behavior, and preferences.

### **3. Business Objective:**

To implement a dynamic and efficient recommendation system that boosts sales, enhances user experience, and strengthens our brand's customer-centric reputation.

### **4. Stakeholders:**

* Customers
* Merchants
* System Administrators
* Data Analysts
* Content Managers
* QA Testers

### **5. Current Business Process:**

Currently, users see a generic list of popular products without any personalization. Merchants update their products without a streamlined process to highlight them to potential interested customers.

### **6. Business Requirements:**

6.1 Functional Requirements:

* Automated extraction of merchant data.
* Analysis and processing tools for extracted data.
* An algorithm for generating personalized product recommendations.
* Display interface for product banners and recommendations.

6.2 Non-Functional Requirements:

* Responsive design for various device types.
* Robust data security measures.
* Scalability to handle increasing user and product numbers.

### **7. Project Scope:**

The project includes the design, development, testing, and deployment of the recommendation system integrated with existing platforms. It excludes any revamping of the entire website or mobile app.

### **8. User Profiles:**

* Regular Customers: Frequent users who benefit from tailored suggestions.
* New Users: Those in the initial stages of browsing, benefitting from popular product suggestions.
* Merchants: Business entities supplying product data.

### **9. Assumptions and Constraints:**

* Merchant data is accurate and up-to-date.
* A 6-month timeline is fixed.
* Budget constraints at $200,000.

### **10. System Features and Specifications:**

* Data integration tools for merchant data.
* Machine learning models for recommendation.
* Dynamic display banners on user interfaces.

### **11. Acceptance Criteria:**

* The system provides at least a 20% increase in product clicks from recommendations.
* Positive feedback from 70% of users regarding recommendations.
* Smooth integration without major disruptions.

### **12. Timeline and Milestones:**

* Project Initiation: Month 1, Week 1
* Design Phase Completion: Month 2, Week 3
* Development Phase Completion: Month 4, Week 2
* Testing Phase Completion: Month 5, Week 3
* Deployment: Month 6, Week 4

### **13. Budget and Financial Considerations:**

A total budget of $200,000. This covers:

* Personnel: $120,000
* Software/tools/licenses: $50,000
* Miscellaneous & Contingency: $30,000

### **14. Risks and Mitigations:**

Risk: Inaccurate merchant data.

* Mitigation: Regular audits and validation checks.

Risk: Poor user reception.

* Mitigation: Beta testing and phased rollouts for feedback.

### **15. Approval and Sign-off:**

Formal approvals required from the project sponsor, lead developer, and lead designer.

### **16. Appendices:**

Detailed system diagrams, merchant data samples, and feedback forms.

### **17. Revision History:**

A log of changes to the document, including dates, descriptions, and authors.