

# **BUSINESS REQUIREMENTS DOCUMENT**

**PROJECT NAME: FRESHDIRECT- ONLINE GROCERY  
FULFILMENT SYSTEM (OGFS)**

**DOCUMENT VERSION: 1.0**

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**PREPARED BY: TEAM C**

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# PROJECT OVERVIEW

## BACKGROUND

This document outlines the business requirements for implementing OGFS, for FreshDirect, a mid-sized grocery delivery startup facing operational inefficiencies due to manual processes, leading to order delays and incorrect inventory visibility. To improve scalability and customer experience, FreshDirect will implement an **Online Grocery Delivery System** that would be tackling the issue of Order delays and incorrect Inventory availability with real-time inventory tracking, making available multi-payment support, and an optimized delivery management system.

## OBJECTIVES

- Improve Order Accuracy & Real-Time Inventory Visibility
- Increase Scalability by building a system that can handle 10 thousand concurrent users to support business growth
- Equip delivery staff with a route optimization app to minimize delays and fuel costs
- Enhance customer satisfaction through improved order taking by provide a seamless ordering process
- Improve customer retention by 30% with the introduction of loyalty programs.
- Provide data-driven insights for restaurant owners to optimize operations.

## PROJECT SCOPE

### IN SCOPE

- Real-time product availability tracking
- Mobile app for ordering online
- Multiple payment options (credit/debit cards, digital wallets)
- Delivery staff mobile app for route optimization
- Order management system (placement, tracking, cancellation)
- Basic analytics dashboard for business insights

### OUT OF SCOPE

- Cashless-Only Payments and Cash-on-delivery options
- If OGFS is to be in Developed country, we would add Drone deliveries
- Fraud Detection AI for customers that send fake alerts.
- Availability of Multi-Language & Dialect Support so that non-English speaking customers can use the app.
- Integration with Ride-Hailing Apps like Uber or Bolt to mitigate order deliveries delay.

## FUNCTIONAL REQUIREMENTS

ID	Requirement Description	Priority	Owner
FR01	Customers must view real-time product availability	High	Product Manager
FR02	Support multiple payment options (cards, digital wallets)	High	Developer
FR03	Delivery staff mobile app with route optimization	Medium	Developer
FR04	Order placement, tracking, and cancellation	High	Tech Team

## NON-FUNCTIONAL REQUIREMENTS

ID	Requirement Description	Priority
NFR01	System uptime must be 99.9%.	High
NFR02	System must be able to allow 10000 concurrent users	High
NFR03	Users must adhere to accessibility guidelines	High
NFR04	Secure payment processing	High
NFR05	Mobile app response time should be 3 Seconds	High

## ASSUMPTIONS AND CONSTRAINTS

### ASSUMPTIONS

- Restaurant would provide staff training as regards using the new platform
- Stable internet for all participating branches.
- Customers can place orders and receive order placement and cancellation notifications
- Managers can track inventory and receive inventory restocking notifications
- Delivery personnel have smartphones to use the app
- Payment gateways will comply with required security standards

### CONSTRAINTS

- Project must be completed within 6 months
- A module format must be used for the app Or Microservice Architecture
- Cost is \$5M

## STAKEHOLDER ROLES AND RESPONSIBILITIES

Role	Name	Responsibilities
Product Owner	Ugochi	Define and prioritize requirements.
Product Manager	Tsolaye	Manage project Timelines
Development Lead	Patience	Oversee platform and app development
Tester/Q/A Lead	Lauretta	Ensure system meets quality standards
Marketing Lead	Dotun	Put together Marketing plan and ensure it aligns with the goal of the project



## ACCEPTANCE CRITERIA

- Delivery staff app must reduce route planning time by 30%.
- System handles 10K concurrent users without crashing
- Customers can successfully place orders and receive confirmation notification.
- Managers can track inventory and receive automated restocking alerts
- The loyalty program should allow customers redeem points for discounts
- Payment success rate must be 99%

## GLOSSARY

Terms	Definition
AI	Artificial Intelligence
ROUTE OPTIMISATION	Algorithm to determine fastest delivery paths
Q/A	Quality Assurance
ID	Identification
FR	Functional Requirement
NFR	NON- FUNCTIONAL REQUIREMENTS
OGFS	ONLINE GROCERY FULFILMENT SYSTEM