**Client Says,**

**I want to build an online grocery app what features do you want ?**

**STEP - 1**

**Requirement Gathering**

**1) Business & Vision**

**Questions**

1. App ka primary goal kya hai? (Quick commerce 10–20 min, scheduled delivery, ya dono?)
2. Target geography: PAN India, specific cities, ya single city?
3. Competitors jinse aap benchmark karna chahte ho? (Blinkit, Zepto, BigBasket, ONDC sellers, etc.)
4. Monetization model: product margin, delivery fee, subscriptions (e.g., Pro membership), ads?
5. ONDC integrate karna hai?

**2) Target Users & Personas**

**Questions**

1. Primary customers kaun? (Nuclear families, hostels, kirana resellers, offices)
2. Languages needed? (English, Hindi, regional)
3. Accessibility needs? (Voice search, large fonts)

**3) Product Scope (MVP vs Phase-2)**

**MoSCoW matrix suggest karein:**

* **Must have (MVP):** OTP login, catalog, cart, checkout, UPI/COD, delivery slots, order tracking, push notifications.
* **Should have:** Coupons, referral, reorder, wishlists, reviews, GST invoice.
* **Could have:** Subscriptions (milk, water cans), WhatsApp bot, ONDC, in-app chat support.
* **Won’t have (now):** Marketplace for third-party sellers, dynamic pricing engine, AI personalization (phase-2).

**Questions**

1. MVP mein minimum features kaun se chahiye?
2. Phase-2 ke liye kaun se advanced features rakhen?

**4) Catalog & Inventory**

**Questions**

1. Categories: Grocery, fruits & veggies, dairy, meat, pharma/OTC, pet care, personal care?
2. Kitne SKUs expected (launch & 1-year roadmap)?
3. Real-time stock sync chahiye? (Per store/warehouse)
4. Product attributes: MRP, sale price, weight/size variants, expiry dates, batch no., FSSAI details?
5. Substitution policy: Out-of-stock pe auto-suggest alternates?

**5) Pricing, Taxes & Invoicing**

**Questions**

1. Dynamic pricing / surge pricing chahiye?
2. GST invoice, HSN codes, B2B billing needed?
3. Delivery fee rules (free above ₹X, city-wise)?
4. Discounts & coupon engine kitna granular? (Category, city, user segment)

**6) Payments**

**Questions**

1. Gateways: Razorpay/Paytm/PhonePe/etc. + **UPI (including RuPay Credit on UPI)**, cards, wallets, NetBanking, COD?
2. Wallet / store credit system banana hai?
3. Refunds/partial refunds ka flow?
4. BNPL (LazyPay/Simpl) chahiye?

**7) Delivery & Fulfilment**

**Questions**

1. Model: Own fleet, 3PL (Shadowfax/Dunzo), ya hybrid?
2. Delivery types: Instant (10–20 min), slot-based, scheduled, pickup from store?
3. Service radius per store/warehouse?
4. Live rider tracking + OTP on delivery?
5. Picker app (store staff ke liye) with **barcode scanning** chahiye?
6. SLA metrics (order accept, pick, ship, deliver) & penalties?

**8) User Features (Customer App/Web)**

**Checklist**

* OTP/mobile + social login
* Homepage banners & personalized recommendations
* Powerful search (autosuggest, voice search Hindi/English)
* Filters & sort (price, brand, rating, discount)
* Cart with smart suggestions & substitutes
* Reorder, Subscriptions (daily milk, vegetables box)
* Wishlist / Saved lists
* Order tracking + live rider map
* Ratings & reviews (with images?)
* Push, SMS, Email, **WhatsApp Business** notifications
* Multi-address, geolocation, pincode validator
* Dark mode (optional)

**Questions**

1. Kya voice search और हिंदी UI चाहिए?
2. Reviews enable karne hain? Moderation kaise hoga?
3. Refill/subscription frequencies? (daily/weekly/monthly)

**9) Promotions, Loyalty & Growth**

**Questions**

1. Loyalty program / membership (free delivery, extra discount)?
2. Referral program (₹X credits per friend)?
3. Coupon engine – rules, stackability, user-segment targeting?
4. CRM & marketing automation: Clevertap/WebEngage/MoEngage?
5. RFM segmentation, cohort analysis chahiye?

**10) Customer Support**

**Questions**

1. In-app chat, call center integration, email, WhatsApp?
2. Chatbot vs live agent? SLA?
3. Return/refund policies (perishable vs non-perishable)?
4. Ticketing tool (Freshdesk/Zendesk/JIRA Service Mgmt)?

**11) Admin, Ops & Backoffice**

**Roles**

* Super Admin
* Category Manager
* Store/Warehouse Manager
* Picker
* Delivery Partner
* Customer Support

**Admin Features**

* Product/Catalog CRUD with bulk import (CSV)
* Inventory & pricing management (per store)
* Order management dashboard (status transitions, cancellations, refunds)
* Promotions/coupons engine
* CMS for banners, homepage sections
* User management & KYC (if B2B)
* Settlements, payouts, reconciliation
* Reports & analytics (sales, AOV, retention, fill-rate, OOS %, SLA)

**Questions**

1. Kaun kaun se dashboards aur reports mandatory hain?
2. Role-based access control kitna granular?

**12) Tech, Architecture & Integrations**

**Questions**

1. Platforms: Android, iOS, Web (SEO heavy?), PWA?
2. Microservices vs monolith? (Scale targets?)
3. 3rd party integrations: POS/ERP (Tally/Zoho/SAP), Logistics APIs, Payment gateways, CRM/Analytics.
4. Notifications infra (FCM/APNs), SMS providers (MSG91/Twilio), email (SES/Sendgrid).
5. Feature flags / A/B testing chahiye?

**13) Non-Functional Requirements (NFRs)**

**Questions**

1. Peak concurrency/users? (e.g., festival spikes)
2. Performance targets: P95 API latency, app TTI, Lighthouse scores.
3. Uptime SLA (99.9%?), disaster recovery RPO/RTO?
4. Security & compliance: PCI-DSS for cards, **Digital Personal Data Protection Act (DPDP), India**.
5. Logging, monitoring, alerting stack (ELK/Graylog, Grafana, Prometheus, Sentry).
6. Data retention & anonymization policies.

**14) Legal & Policies**

**Questions**

1. Terms & Conditions, Privacy Policy, Refund/Return policy finalized?
2. Age-restricted items (alcohol/tobacco) – KYC flow?
3. FSSAI compliance & display?

**15) Analytics & KPIs**

**Ask the client to lock KPIs early:**

* CAC, LTV, AOV, Repeat rate (D30, D90), Retention cohorts
* Fill rate, OOS %, substitution rate
* Delivery time P90, cancellation % (customer/ops)
* NPS/CSAT
* Refund % / GMV leakage
* Marketing ROI by channel

**16) Project, Budget & Ops Readiness**

**Questions**

1. Go-live timeline & phased rollout plan?
2. Budget bands for tech, marketing, ops?
3. Internal team capabilities (ops, tech, catalog, marketing)?
4. Content creation (photos, descriptions) responsibility?
5. Post-launch support & AMC expectations?

**Ready-to-Copy Client Questionnaire (Short Form)**

1. Aapka business model & target cities?
2. MVP mein must-have features?
3. Instant vs scheduled delivery – kya chahiye?
4. Payments: UPI, COD, cards, wallet, BNPL?
5. Promotions: coupons, referral, loyalty?
6. Subscriptions (daily milk/veggies) chahiye?
7. ONDC integrate karna hai?
8. Catalog size (initial & projected 12 months)?
9. Real-time inventory per store/warehouse?
10. Delivery partners (own fleet/3PL)? Live tracking?
11. Admin panel mein kaun se dashboards chahiye?
12. Tech platforms (Android, iOS, Web)?
13. Peak traffic expectations & uptime SLA?
14. Compliance: GST invoice, DPDP, PCI-DSS?
15. CRM/Marketing automation tools?
16. Support channels (chat, WhatsApp, call center)?
17. KPIs you will track from day 1?
18. Launch date target & budget range?

# STEP - 2

# 📄 Business Requirements Document (BRD)

**Project Title:** Online Grocery App  
**Prepared by:** [Your Name]  
**Date:** [Insert Date]  
**Version:** 1.0

## 1. Project Overview

The goal of this project is to develop a scalable **Online Grocery App** that allows users to order groceries and essential goods from their mobile or desktop devices, with flexible delivery options such as instant or scheduled delivery. The app will cater to users across urban and semi-urban areas with a focus on convenience, quality service, and customer retention.

## 2. Business Objectives

* Enable users to browse and purchase grocery items online
* Provide instant and scheduled delivery options
* Integrate secure online payment methods including UPI, cards, and wallets
* Offer real-time inventory tracking per location
* Deliver a seamless customer experience with loyalty features, promotions, and support
* Provide a robust backend for admin, store managers, and logistics partners

## 3. Scope of the Project

### ****In Scope (Phase 1 - MVP):****

* Mobile app (Android/iOS) + Website
* Product catalog with categories & search
* User authentication via OTP
* Cart & Checkout
* Payment integration (UPI, COD, Wallets)
* Delivery scheduling & tracking
* Admin dashboard for product & order management
* Push notifications, SMS alerts
* Order history & reordering
* Promo codes & referral system
* Customer support via chat/WhatsApp

### ****Out of Scope (Phase 1):****

* AI recommendations engine
* Marketplace model for external sellers
* Advanced ERP/POS integration
* Offline-store POS systems

## 4. Stakeholders

| **Role** | **Name/Department** | **Responsibility** |
| --- | --- | --- |
| Product Owner | [Client Name] | Business decisions & approvals |
| Project Manager | [Project Manager Name] | Timelines, resource coordination |
| UI/UX Designer | [Design Team] | Wireframes, prototyping |
| Development Team | [Tech Team] | App and backend development |
| QA Team | [QA Team] | Testing and bug reporting |
| Delivery Manager | [Ops/Logistics] | Delivery network integration |

## 5. Functional Requirements

### 5.1 User Features

* OTP-based login and user registration
* Home screen with banners and offers
* Product listing, filtering, and search
* Cart management
* Checkout with multiple address options
* Delivery time slot selection
* Order tracking and history
* Coupons and referral program
* Ratings & reviews
* Reorder previous purchases
* Push notifications and alerts

### 5.2 Admin Features

* Product and category management
* Inventory and pricing management (per store/warehouse)
* Order and delivery management
* Promo code generation
* User management
* Reports & analytics (sales, returns, delivery time)
* Role-based access control

## 6. Non-Functional Requirements

* **Performance:** App should load in under 2 seconds
* **Scalability:** Should support 100K+ concurrent users
* **Security:** PCI-DSS for payments, data encryption
* **Availability:** 99.9% uptime with fallback systems
* **Compliance:** GST invoices, FSSAI details, DPDP 2023

## 7. Assumptions

* All product data, images, and SKUs will be provided by the client
* Delivery personnel are either in-house or via integrated 3PL services
* Payment gateway credentials will be shared by the client
* Client will provide branding assets and legal policies

## 8. Constraints

* Budget limitations may restrict advanced features in Phase 1
* Limited availability of delivery personnel in certain areas
* Multilingual support to be added in Phase 2

## 9. Timeline (Tentative)

| **Milestone** | **Timeline** |
| --- | --- |
| Requirement finalization | Week 1 |
| Design (UI/UX) | Week 2 – 3 |
| Development (Frontend/Backend) | Week 4 – 8 |
| Testing (UAT + QA) | Week 9 – 10 |
| Deployment & Go-Live | Week 11 |

## 10. Success Metrics (KPIs)

* App Downloads (First 3 months): 50,000+
* Average Order Value (AOV): ₹600+
* Repeat Purchase Rate (D30): 35%
* Cart-to-Checkout Conversion: 65%+
* Uptime SLA: 99.9%
* Order Delivery Time: < 30 min (instant), On-Time (scheduled)

## 11. Appendices

* Sample UI Screens (to be attached later)
* Tech Stack Proposal (optional)
* Glossary of Terms

**STEP - 3**

**✅ Customer/User Stories (App/Web)**

1. **User Registration & Login**
   * As a **user**, I want to sign up using my mobile number and OTP, so that I can quickly access the app without needing a password.
2. **Browse Products**
   * As a **user**, I want to browse products by category or search by name, so that I can easily find what I want to buy.
3. **Product Filters & Sorting**
   * As a **user**, I want to filter products by brand, price, and discounts, so that I can make quicker and smarter purchase decisions.
4. **View Product Details**
   * As a **user**, I want to see detailed product info (image, price, expiry, quantity), so that I know what I’m buying.
5. **Add to Cart**
   * As a **user**, I want to add multiple items to my cart, so that I can buy everything I need in one order.
6. **Apply Coupons**
   * As a **user**, I want to apply coupon codes at checkout, so that I can get discounts on my order.
7. **Choose Delivery Slot**
   * As a **user**, I want to select a preferred delivery time, so that my groceries arrive when I’m available.
8. **Live Order Tracking**
   * As a **user**, I want to track my order and see the delivery person’s live location, so that I know when my order will arrive.
9. **Rate & Review**
   * As a **user**, I want to rate and review delivered products, so that I can share feedback and help other users.
10. **Reorder Items**

* As a **user**, I want to reorder from past orders, so that I can quickly repeat my regular purchases.

1. **Wallet or Credit**

* As a **user**, I want to use my wallet/store credits during payment, so that I can use earned cashbacks or refunds.

1. **Referral Program**

* As a **user**, I want to refer friends using my referral code, so that I can earn discounts or credits.

**✅ Admin/User Stories**

1. **Manage Products**
   * As an **admin**, I want to add, update, or delete products in the catalog, so that the app always shows the latest inventory.
2. **Manage Orders**
   * As an **admin**, I want to view and manage all customer orders, so that I can ensure smooth fulfillment and handle escalations.
3. **Inventory Tracking**
   * As a **store manager**, I want to update stock levels in real time, so that users only see available items.
4. **Generate Reports**
   * As an **admin**, I want to generate daily sales and inventory reports, so that I can monitor business performance.
5. **Manage Promotions**
   * As a **marketing manager**, I want to create and assign coupon codes to users or cities, so that we can drive engagement and sales.

**✅ Delivery Partner Stories**

1. **View Assigned Orders**
   * As a **delivery partner**, I want to see new assigned orders with customer address and contact, so that I can fulfill deliveries efficiently.
2. **Update Delivery Status**
   * As a **delivery partner**, I want to mark orders as picked and delivered, so that the system reflects real-time updates for customers.
3. **OTP Confirmation**
   * As a **delivery partner**, I want to confirm delivery via customer OTP, so that I can validate secure delivery.