[Project Name]

Business Requirements Document (BRD)

**Date** | **author@** | Version [**version**] | Status: In Progress

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# Project Overview

[This section will function as an executive summary. Enter a high level description of the problem you are trying to solve and the proposed solution.]

Link to PRFAQ (optional):

Project Initiation Date:

Marketplaces/Products Impacted: *<Please specify VE, VC, or Both, and affected marketplaces>*

Proposed launch date (by marketplace):

Executive Sponsor (Director or Above):

# Project Team and Stakeholder Approvals

|  |  |  |  |
| --- | --- | --- | --- |
| Function | Name | Alias | Sign Off Date |
| Business Owner |  |  |  |
| TPM |  |  |  |
| Dev Manager |  |  |  |
| Fraud |  |  |  |
| UX Designer |  |  |  |
| Help Designer |  |  |  |
| Support Team Leads |  |  |  |
| VSP Lead |  |  |  |
| Finance |  |  |  |
| Legal |  |  |  |

# Business Case

## Objectives and Business Model

[These should describe the overall goal in developing the product, high level descriptions of what the product will do, financial forecasts, how the launch is aligned to business objectives, and the requirements for interaction with other systems.]

## Core Tenets

## Business Drivers

*[List the business drivers that make development of this product important. These can be financial, operational, market or environmental and should include the retail input (e.g. selection, cost structure, price, customer experience, traffic) and output (e.g. OPS, GMS, CP) metrics that will affected by this feature.]*

## Project Scope

[Describe what is in scope for the project, and specifically what is out of scope… beyond the current budget, resources and timeline as approved by the project stakeholders. This is designed to prevent “scope creep” of additional features and functions not originally anticipated.]

### In Scope

### Out of Scope

## Launch Plan

*[Describe how the project will launch in Production, including international roll-out: Phases, beta-launch, friends & family, etc.]*

## Project Risks

*[It is important to be aware of and call out any potential risks early in the process so they can be addressed prior to launch. Also list out mitigations to those risks if known.]*

## Legal / Tax implications

*[Summarize any Legal and Tax requirements that impact requirements, such as changes to vendor contracts or terms of use.]*

# Use Cases and Supporting Requirements

[A **use case** is a series of related interactions between a user and a system that enables the user to achieve a goal. The specific use cases elicited from stakeholders should be categorized by both priority and area of functionality to smooth the process of reading and tracking them. Include links to other key reference material as needed to make the requirements as complete and understandable as possible. You may wish to incorporate the functional and non-functional requirements into a traceability matrix that can be followed throughout the project.]

The requirements in this document are prioritized as follows:

|  |  |  |
| --- | --- | --- |
| **Value** | **Rating** | **Description** |
| 0 | Critical | This requirement is critical to the success of the project. The project will not be possible without this requirement. |
| 1 | High | This requirement is high priority, but the project can be implemented at a bare minimum without this requirement. |
| 2 | Medium | This requirement is somewhat important, as it provides some value but the project can proceed without it. |
| 3 | Low | This is a low priority requirement, or a “nice to have” feature, if time and cost allow it. |

## Use Cases

|  |  |  |  |
| --- | --- | --- | --- |
| **ID #** | **Priority** | **Description** | **Impacted Stakeholders** |
|  |  |  |  |
|  |  |  |  |

## Success Criteria, Baselines, and Metrics

[Describe the success criteria and existing baselines for comparison. **Success criteria** is a measurable value that can be used to determine if the project has been successful in the eyes of the stakeholders. They should follow the format of SMART goals, i.e. Specific, Measurable, Attainable, Relevant, and Time Bound. Some of these criteria may be to improve an existing **Baseline**, or defined starting point. Also describe the metrics needed to evaluate the success criteria.]

## WBR Reporting Requirements

[Describe the additional data, slides, or metrics will needed to be added to the WBR for weekly reporting.]

## Help Content Requirements

[Describe the new Help content must be created to support this feature.]

## Contact Support Team Requirements

[Describe the Amazon-initiated or Vendor-initiated contact do we envision? Include any requirements to ensure vendor contacts can be resolved by support teams (VCM, RBS, VEAP, VSP, etc.).]

# Project Timeline

[Insert a timeline with major milestones and baseline dates expected (i.e.: research, requirements, build, test, and launch)]

# Manual Processes and Future Phases

*[In this section, describe any future technical work that will need to be completed to either automate currently manual processes or expand functionality in future phases.]*

## Expected Manual Processes

[Describe any manual processes that will not be automated at launch.]

## Future Project Phases

[Describe any future phases for implementation of additional functionality, including automation of manual processes listed above.]

# Launch Announcement

[Write the launch announcement that you will send out to stakeholders when the project launches. Like with the PRFAQ, writing the launch announcement prior to beginning the project will ensure we have the correct success metrics, we have thought through potential risks, and have answered all questions.]

# Open Questions

|  |  |  |  |
| --- | --- | --- | --- |
| **Item #** | **Description** | **Status** | **Owner** |
|  |  |  |  |
|  |  |  |  |

# Appendix A – Workflow Diagrams

# Appendix B – UX Designs and Wireframes

# Appendix C – Definitions

# Appendix D – Revision History

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| Version # | Date | Description | Name |
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