

Business Requirements Document (BRD)

Project: FJC Shopping Spree Multi-Platform E-Commerce Initiative

Date: October 12, 2025

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Executive Summary

- FJC Shopping Spree aims to deliver a **seamless Shopee-style shopping experience** across web, mobile, and tablet platforms.
- The platform will support shoppers and sellers with features including product browsing, cart management, secure checkout, seller dashboards, and administrator controls.
- Integration with backend systems will be achieved through secure **APIs** for inventory, payment processing, and user authentication.
- The project targets increased online sales, improved customer retention via a **tiered membership program**, and enables real-time order tracking and support.
- Delivery is scoped for **14 weeks** with a budget of **\$180,000**.

Business Objectives

- Increase online sales via an intuitive multi-platform e-commerce solution.
- Enhance customer loyalty through a **tiered membership benefits program**.
- Enable real-time order tracking and responsive support capability.
- Ensure full compliance with **GDPR** and **PDPA** data protection regulations.

Scope

In Scope

- Multi-platform support:** web, mobile, and tablet devices.
- Shopper features:** product browsing, cart, secure checkout, and order tracking.
- Seller features:** dashboards for inventory and order management.
- Administrator features:** user management, moderation, reporting.
- Tiered membership benefits** with discounts, free shipping thresholds, birthday vouchers, loyalty points.
- Backend integration via secure **APIs** for inventory, payments, and user authentication.
- Responsive UI design and system scalability.

Out of Scope

- Physical logistics and delivery management.
- Offline store integrations or third-party marketing campaigns.

Stakeholder Requirements

Business Users

- Simple, intuitive UI for shoppers and sellers.
- Flexible management of membership tiers and benefits.
- Dashboards for sales and operational monitoring.

Vendor IT

- Secure, documented API endpoints supporting scalable integrations.
- Modular system design facilitating multi-platform deployment.
- Performance metrics and monitoring support.

Functional Requirements

Req ID	Description	Priority	Remarks
FR-001	Product browsing with search and filtering	High	Includes category and price filters
FR-002	Shopping cart management with persistent sessions	High	Sync across devices
FR-003	Secure checkout with multiple payment methods	High	Supports credit card, e-wallets
FR-004	Seller dashboard for inventory and orders	Medium	Sales reports, notifications

FR-005	Admin portal for user and content management	Medium	Role-based access controls
FR-006	Tiered membership benefits management	High	Discount rules and rewards automation
FR-007	Real-time order tracking and notifications	High	Push notifications for status updates

Non-Functional Requirements

- **GDPR** and **PDPA** compliance for user data privacy.
- **Scalability** for up to 100,000 concurrent active users.
- Responsive UI compatible with different screen sizes.
- **99.9%** system uptime **SLA**.
- Secure API communication via **HTTPS** and **OAuth 2.0**.

Assumptions and Constraints

- Dependence on vendors for backend API support and documentation.
- Data privacy policies finalized before launch date.
- Budget and timeline require disciplined change management.

Dependencies

- Payment gateway provider integration.
- Inventory management backend availability.
- User authentication service SLAs.

Acceptance Criteria

- All functional features implemented and tested successfully.
- Data protection compliance verified by audit.
- System performance under load meets KPI targets.
- User acceptance testing approved by business stakeholders.

Glossary

- **API:** Application Programming Interface
- **GDPR:** General Data Protection Regulation
- **PDPA:** Personal Data Protection Act
- **SLA:** Service Level Agreement