**Business Requirements Document (BRD)**

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

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Prepared by: [Your Name], Business Analyst

## **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