

Business Requirements Document - Untitled

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Documentation Content

Business Requirements Document (BRD)

Document Information & Executive Summary

- Project Title:** Mobile Application Development
- Client Name:** [Client Name]
- Current Date:** June 11, 2025
- Prepared By:** [Your Name]
- Version:** 1.0

Project Overview

This document outlines the requirements for developing a mobile application compatible with both Android and iOS platforms. The application aims to enhance user engagement through personalized features and secure transactions.

Key Stakeholders

- **Client:** [Client Name] - **Development Team:** [Development Company Name] - **Design Team:** [Design Company Name] - **Project Manager:** [Project Manager Name]

Primary Business Challenge

The client seeks to provide users with an engaging mobile experience, incorporating user-centric features while ensuring security and scalability.

Proposed Solution

Develop a mobile application featuring user registration, personalized dashboards, real-time notifications, integrated payment processing, and robust security measures.

Expected Outcomes

- A user-friendly mobile application launched within 8 to 10 weeks.
- Increased user engagement and retention.
- Secure handling of user data and transactions.

Business Objectives & Success Framework

Primary Strategic Goals

- To develop a modern mobile application that enhances user engagement.
- To ensure secure data handling and compliance with industry standards.

Key Performance Indicators

- User registration and login conversion rates.
- User engagement metrics (e.g., dashboard interactions).
- Transaction success rates via the payment gateway.
- User retention rates post-launch.

Success Criteria

- Application meets the defined requirements and is delivered within budget and timeline.
- Positive feedback from user testing and initial deployment.
- Achievement of KPIs within the first three months post-launch.

Current State Analysis

Business Environment Assessment

The market for mobile applications is rapidly growing, with users expecting high-quality, engaging, and secure platforms. Competition is intense, necessitating a focus on unique features and user experience.

Organizational Strengths and Limitations

- **Strengths:** Established brand presence, clear vision for user engagement.
- **Limitations:** Current lack of mobile solutions and resources to develop in-house.

Market Opportunity Overview

There is a significant opportunity to capture market share by offering a well-designed, feature-rich mobile application aligned with user preferences for personalization and security.

Solution Architecture Framework

Technical Approach Overview

The solution will be developed using an agile methodology, enabling iterative development and continuous feedback from stakeholders.

Integration Strategy

The application will seamlessly integrate with Razer Pay for payment processing, along with analytics tools, crash reporting, and automated backups.

Value Proposition

Delivering a lightweight, user-friendly mobile application that not only meets user demands for personalization and security but also provides analytics for performance tracking.

Detailed Requirements Specification

Functional Requirements

1. **User Registration & Login:** - Support OTP and email login options. 2. **Personalized Dashboard:** - Tailored content based on user activity. 3. **Real-Time Notifications:** - Push notifications for user engagement. 4. **Payment Integration:** - Integration with Razer Pay for secure transactions. 5. **Admin Panel:** - User management, analytics view, and content control.

Non-Functional Requirements

1. **Security:** - User data must be encrypted and securely stored. 2. **User Interface:** - Modern, minimal design with support for light and dark modes. 3. **Performance:** - The app must be lightweight and optimized for various screen sizes.

Integration Requirements

- Integration with third-party tools for analytics, crash reporting, and automated backups.

Implementation Strategy

Development Approach

Utilize agile methodology with iterative sprints and weekly review meetings to ensure transparency and continuous feedback.

Project Phases

1. **Planning & Design (Weeks 1-2)** 2. **Development (Weeks 3-8)** 3. **Testing & Deployment (Weeks 9-10)**

Risk Management Basics

Identify potential risks related to timeline, budget, and feature creep, with strategies for mitigation including regular stakeholder reviews and adjustments.

Next Steps & Action Plan

Immediate Actions

- Finalize and approve the BRD. - Schedule a kickoff meeting to outline project phases and deliverables.

Decision Points

- Approval of the technology stack and third-party integrations. - Agreement on the budget range of 4 to 5 lakhs INR.

Success Dependencies

- Timely feedback from stakeholders during the design and development phases. - Availability of resources for testing and deployment.

This Business Requirements Document serves as the foundation for the successful development of the mobile application, capturing all essential business elements and ensuring alignment with the client's goals and expectations.