

MarketLane – Agile Development

Business Requirements

1.1 Business Problem

Fairfield locals need a fast, simple way to discover nearby businesses, explore store details, and stay connected with the local community. Traditional methods are confusing and scattered across multiple platforms.

1.2 Features That Solve This Problem

- A searchable local business directory.
- Category-based browsing with simple filters.
- Store pages with key information.
- Links to maps for directions.
- Favorites for quick access.
- Basic admin interface for uploading business data.

1.3 Stakeholders

- Local residents
- Business owners
- Community organizations
- App administrators
- Fairfield visitors

1.4 Scope

The system will provide core marketplace features.

Advanced integrations, automated promotions, or payment features **can potentially be added if possible**.

1.5 Budget / Technical Constraints

- Uses MySQL for the business directory.
- No complex backend services required; integrations **can potentially be added if possible**.
- Cloud hosting (such as AWS) is planned but additional infrastructure **can potentially be added if possible**.

Functional Requirements

2.1 Business Rules

- Every business entry must include at least a name, category, and contact information.
- Admin uploads must follow a simple input format for consistency.
- Users should be able to search and filter without an account.

2.2 Business Process

1. User opens the app.
2. User browses categories or searches by keyword.
3. User views store details.
4. User optionally saves a store as a favorite.
5. Admin updates store data when needed.

2.3 Interactions

- Users interact with the directory, store pages, and favorites.
- Admin interacts with the upload form.
- Map links send users to an external maps provider.

2.4 States

- Default state: Directory visible.
- Search state: Results filtered by keyword or category.
- Detail state: Store page open.
- Favorite state: User's saved stores.
- Admin state: Upload form active.

2.5 Domain Structure

- Business - name, category, hours, contact, description, photos, map link
- User - local device storing favorites
- Admin - form to upload/update dataset

Non-Functional Requirements

3.1 Performance

- Search results should load quickly.
- Store pages should open with minimal delay.

3.2 Scalability

- The system supports small-to-medium local data.
- Expansion to large datasets **can potentially be added if possible**.

3.3 Reliability

- Directory data should remain accessible even during updates.
- Basic offline caching **can potentially be added if possible**.

3.4 Robustness

- The app should handle missing or incomplete store data.
- Error recovery features **can potentially be added if possible**.

Main Goals of the System

- Provide a simple, fast marketplace app for Fairfield.
- Help locals discover businesses and connect with their community.
- Make essential store information easy to access.
- Enable business owners to update their information using a basic admin upload form.
- Offer a clean, lightweight experience without unnecessary complexity, while allowing future features to be added if possible.