

eGroceryMart Business Requirements Document (BRD)

Document Information

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- **Prepared By:** Vrajesh Jayswal
- **Approved By:** Ajeet Kumar & Deep Rahlan

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Executive Summary

eGroceryMart is a comprehensive multi-vendor eCommerce platform designed to serve the grocery and vegetables & fruits items market in New Zealand. The platform enables customers to purchase fresh produce, dairy products, religious items, and specialty groceries from multiple vendors through a unified marketplace.

Key Features

- **Multi-vendor marketplace** with vendor onboarding and management
- **Comprehensive product catalog** with advanced search and filtering
- **Secure payment processing** with multiple payment options
- **Real-time inventory management** and order tracking
- **Loyalty program** with points and rewards system
- **Mobile-responsive design** for all devices
- **Admin dashboard** for platform management and analytics

Project Overview

Business Context

The eGroceryMart platform addresses the growing demand for online grocery shopping, particularly for ethnic and specialty items that are not readily available in traditional supermarkets. The platform serves the diverse New Zealand population with a focus on Indian, Sri Lankan, Philippine, and other ethnic communities.

Target Market

- **Primary:** New Zealand residents seeking ethnic groceries and fresh vegetables & fruits items
- **Secondary:** Small to medium grocery vendors and specialty food suppliers
- **Tertiary:** New Zealand and Australia

Platform Users

1. **Customers:** End users purchasing groceries and religious items
2. **Vendors:** Business owners selling products on the platform
3. **Administrators:** Platform managers overseeing operations

Business Objectives

Primary Objectives

1. **Revenue Generation:** ??
2. **Market Penetration:** Capture 5% of the ethnic grocery market in New Zealand
3. **Vendor Network:** Onboard 500+ active vendors within 18 months
4. **Customer Base:** Reach 50,000+ registered customers within 2 years

Secondary Objectives

1. **Customer Satisfaction:** Maintain 4.5+ star rating across all categories
2. **Operational Efficiency:** Reduce order processing time to under 2 hours
3. **Platform Reliability:** Achieve 99.9% uptime

Stakeholder Analysis

Primary Stakeholders

- **Customers:** End users seeking grocery delivery
- **Vendors:** Business owners selling products
- **Platform Administrators:** System managers and support staff
- **Investors:** Financial backers and stakeholders

Secondary Stakeholders

- **Payment Processors:** Stripe and other payment gateways
- **Delivery Partners:** Third-party logistics providers
- **Regulatory Bodies:** New Zealand food safety and business regulations
- **Technology Partners:** AWS, development teams, and consultants

Functional Requirements

1. Customer Portal Requirements

1.1 User Registration and Authentication

1.1.1 Account Registration

Requirement ID: CUST-001

Priority: High

Description: Customers must be able to create accounts with multiple registration options (Google, Facebook)

Functional Requirements: - Email/phone-based registration with OTP verification - Social login integration (Google, Facebook) - Password-based registration with email verification - Profile completion with personal information - Address book management with multiple addresses

Business Rules: - Email addresses must be unique across the platform - Phone numbers must be verified via SMS OTP - Passwords must meet minimum security requirements - Users must accept terms and conditions

Acceptance Criteria: - User can register using email, phone, or social login - Email verification is required for email-based registration - Phone verification is required for phone-based registration - User profile is created with basic information - User can add multiple delivery addresses

1.1.2 User Authentication

Requirement ID: CUST-002

Priority: High

Description: Secure authentication system with multiple login options.

Functional Requirements: - Email/password login - Phone/OTP login - Social login (Google, Facebook) - Remember me functionality - Password reset via email/SMS - Multi-factor authentication (optional)

Business Rules: - Failed login attempts are limited to 5 per hour - Password reset tokens expire after 1 hour - Session timeout after 24 hours of inactivity - Users are logged out from all devices on password change

1.2 Product Browsing and Search

1.2.1 Product Catalog

Requirement ID: CUST-003

Priority: High

Description: Comprehensive product catalog with advanced browsing capabilities.

Functional Requirements: - Category-based product browsing - Vendor-based product filtering - Product search with autocomplete - Advanced filters (price, brand, dietary preferences) - Product comparison features - Wishlist functionality - Recently viewed products

Business Rules: - Products are organized in hierarchical categories - Search results are ranked by relevance and popularity - Out-of-stock products are clearly marked - Product images are optimized for fast loading

Categories Include: - Fruits & Vegetables - Dairy & Eggs - Meat & Seafood - Pantry & Staples - Snacks & Beverages - Religious Items (Puja, Aarti, Bhajan/Kirtan, Murtis, Rituals, Offerings, Festivals) - Indian Sweets - South Indian Groceries - Sri Lankan Groceries - Philippine Groceries

1.2.2 Advanced Search and Filtering

Requirement ID: CUST-004

Priority: High

Description: Intelligent search with multiple filtering options.

Functional Requirements: - Keyword-based search with autocomplete - Category-based filtering - Vendor-based filtering - Price range filtering - Dietary preference filters (organic, vegan, gluten-free, halal, kosher) - Brand filtering - Location-based vendor filtering - Sort by price, popularity, rating, newest

Business Rules: - Search results include product name, description, and category - Filters can be combined for precise results - Search history is maintained for user convenience - Popular searches are highlighted

1.3 Product Details and Information

1.3.1 Product Detail Page

Requirement ID: CUST-005

Priority: High

Description: Comprehensive product information with all necessary details.

Functional Requirements: - Product images with zoom functionality - Detailed product description - Nutritional information (where applicable) - Product variants (size, weight, packaging) - Pricing information with discounts - Vendor information and rating - Delivery information and availability - Related products recommendations - Customer reviews and ratings

Business Rules: - Product images must be high quality and properly sized - Nutritional information is required for food products - Product descriptions must be accurate and detailed - Vendor information must be prominently displayed

1.3.2 Product Reviews and Ratings

Requirement ID: CUST-006

Priority: High

Description: Customer review system for products and vendors.

Functional Requirements: - Star rating system (1-5 stars) - Written reviews with photos - Review helpfulness voting - Verified purchase badges - Review filtering and sorting

Business Rules: - Only verified purchasers can leave reviews - Reviews are moderated before publication
- Inappropriate reviews can be reported - Review helpfulness is calculated based on votes

1.4 Shopping Cart and Checkout

1.4.1 Shopping Cart Management

Requirement ID: CUST-007

Priority: High

Description: Comprehensive shopping cart with multiple features.

Functional Requirements: - Add/remove products from cart - Update product quantities - Save cart for later - Price calculation with taxes - Coupon and discount application - Cart expiration handling

Business Rules: - Cart expires after 24 hours of inactivity - Maximum quantity limits per product - Minimum order amounts per vendor - Coupons can only be applied once per order

1.4.2 Checkout Process

Requirement ID: CUST-008

Priority: High

Description: Streamlined checkout process with multiple options.

Functional Requirements: - Guest checkout option - Multiple delivery address selection - Delivery time slot selection - Payment method selection - Order summary and confirmation - Delivery instructions - Contactless delivery options

Business Rules: - Delivery slots are available in 1-hour intervals - Minimum order amount applies per vendor - Payment must be confirmed before order processing - Delivery instructions are limited to 200 characters

1.5 Payment Processing

1.5.1 Payment Methods

Requirement ID: CUST-009

Priority: High

Description: Multiple secure payment options for customers.

Functional Requirements: - Credit/debit card processing (Visa, MasterCard, American Express) - Digital wallet integration (Apple Pay, Google Pay) - Bank transfer options - Saved payment methods - Payment security features

Business Rules: - All payments are processed through Stripe - Payment information is encrypted and secure - Failed payments are handled gracefully - Refunds are processed within 3-5 business days

1.5.2 Payment Security

Requirement ID: CUST-010

Priority: High

Description: Secure payment processing with fraud protection.

Functional Requirements: - SSL/TLS encryption for all transactions - PCI DSS compliance - Fraud detection and prevention - Payment confirmation emails - Transaction history tracking

1.6 Order Management

1.6.1 Order Tracking

Requirement ID: CUST-011

Priority: High

Description: Real-time order tracking and status updates.

Functional Requirements: - Order status tracking (pending, confirmed, processing, out for delivery, delivered) - Order history and reordering - Order cancellation (within time limits) - Delivery notifications - Order confirmation emails

Business Rules: - Orders can be cancelled within 1 hour of placement - Delivery tracking is updated every 15 minutes - Customers receive notifications at each status change - Order history is maintained for 3 years

1.6.2 Order History and Reordering

Requirement ID: CUST-012

Priority: Medium

Description: Easy access to past orders and quick reordering.

Functional Requirements: - Complete order history - Order details and receipts - Quick reorder functionality - Order status tracking - Invoice generation and download

1.7 Customer Support

1.7.1 Support System

Requirement ID: CUST-013

Priority: Medium

Description: Comprehensive customer support system.

Functional Requirements: - Email support system - FAQ section - Ticket-based support - Order-specific support - Knowledge base

Business Rules: - Support tickets are responded to within 4 hours - FAQ is updated regularly based on common issues

1.8 Loyalty Program

1.8.1 Points System

Requirement ID: CUST-014

Priority: Medium

Description: Customer loyalty program with points and rewards.

Functional Requirements: - Points earning on purchases (2% of order value) - Points redemption for discounts - Points expiration management - Loyalty tiers and benefits - Points balance tracking - Special promotions for members

Business Rules: - Points are earned at 2% of order value - Points expire after 12 months - Minimum redemption amount applies - Points cannot be transferred between accounts

2. Vendor Portal Requirements

2.1 Vendor Registration and Onboarding

2.1.1 Vendor Registration

Requirement ID: VEND-001

Priority: High

Description: Comprehensive vendor registration and verification process.

Functional Requirements: - Business registration form - Document upload (business license, GST certificate) - Bank account verification - Business address verification - Contact information verification - Business hours setup - Commission rate agreement

Business Rules: - All documents must be manually verified before approval - Business address must be in New Zealand - Bank account must be in vendor's name - Commission rate is 5% by default (negotiable)

2.1.2 Vendor Approval Process

Requirement ID: VEND-002

Priority: High

Description: Admin approval workflow for vendor registration.

Functional Requirements: - Document verification system - Background check integration - Approval/rejection workflow - Notification system - Appeal process for rejected applications

Business Rules: - Applications are reviewed within 48 hours - Rejected applications can be appealed - Approved vendors receive welcome email - Vendors must complete onboarding before listing products

2.2 Product Management

2.2.1 Product Listing

Requirement ID: VEND-003

Priority: High

Description: Comprehensive product management system for vendors.

Functional Requirements: - Product creation and editing - Bulk product upload - Product categorization - Pricing management - Inventory tracking - Product image upload - Product description management

Business Rules: - Products must be approved before listing - Product images must meet quality standards - Pricing must be competitive - Inventory must be accurate and updated

2.2.2 Inventory Management

Requirement ID: VEND-004

Priority: High

Description: Real-time inventory tracking and management.

Functional Requirements: - Real-time stock updates - Low stock alerts - Inventory history tracking - Bulk inventory updates - Stock reservation system - Inventory reports

Business Rules: - Stock levels must be updated within 2 hours - Low stock alerts are sent at 10% remaining - Out-of-stock products are automatically hidden

2.3 Order Management

2.3.1 Order Processing

Requirement ID: VEND-005

Priority: High

Description: Vendor order management and processing system.

Functional Requirements: - Order notification system - Order acceptance/rejection - Order status updates - Delivery coordination - Order history and reports - Customer communication tools

Business Rules: - Orders must be accepted within 2 hours - Rejected orders require valid reason - Status updates are sent to customers automatically - Vendors can communicate with customers through platform

2.3.2 Order Fulfillment

Requirement ID: VEND-006

Priority: High

Description: Order fulfillment and delivery coordination.

Functional Requirements: - Order preparation tracking - Delivery scheduling - Delivery confirmation - Issue reporting - Return management

Business Rules: - Orders must be prepared within 4 hours - Delivery must be completed within 24 hours - Issues must be reported within 2 hours - Returns are processed within 48 hours

2.4 Analytics and Reporting

2.4.1 Sales Analytics

Requirement ID: VEND-007

Priority: Medium

Description: Comprehensive sales and performance analytics.

Functional Requirements: - Sales dashboard - Revenue reports - Product performance analysis - Customer analytics - Order statistics - Commission tracking

Business Rules: - Reports are updated daily - Data is available for the last 2 years - Export functionality for all reports - Real-time dashboard updates

2.5 Financial Management

2.5.1 Payout System **(NEED DISCUSSION)**

Requirement ID: VEND-009

Priority: High

Description: Secure and transparent payout system for vendors.

Functional Requirements: - Earnings tracking - Payout scheduling - Payment history - Tax reporting - Commission calculation - Bank account management

Business Rules: - Payouts are processed weekly - Minimum payout amount is \$50 - Commission is deducted automatically - Tax documents are provided annually

2.5.2 Financial Reports

Requirement ID: VEND-010

Priority: Medium

Description: Comprehensive financial reporting for vendors.

Functional Requirements: - Revenue reports - Commission reports - Tax reports - Expense tracking - Profit analysis - Cash flow reports

3. Administrator Portal Requirements

3.1 User Management

3.1.1 Customer Management

Requirement ID: ADMIN-001

Priority: High

Description: Comprehensive customer management system.

Functional Requirements: - Customer account management - Customer support tools - Account verification - Suspension/activation - Customer analytics - Communication tools

Business Rules: - Customer data is protected under privacy laws - Account suspensions require valid reason - Customer communications are logged - Analytics are anonymized for privacy

3.1.2 Vendor Management

Requirement ID: ADMIN-002

Priority: High

Description: Vendor approval and management system.

Functional Requirements: - Vendor approval workflow - Vendor performance monitoring - Commission rate management - Vendor communication tools - Vendor analytics - Quality control

Business Rules: - Vendor approvals are processed within 48 hours - Performance reviews are conducted monthly - Commission rates are negotiable - Quality standards must be maintained

3.2 Product Moderation

3.2.1 Product Approval

Requirement ID: ADMIN-003

Priority: High

Description: Product moderation and approval system.

Functional Requirements: - Product review workflow - Content moderation - Quality standards enforcement - Product categorization - Pricing monitoring - Image verification

Business Rules: - Products are reviewed within 24 hours - Quality standards must be met - Pricing must be competitive - Images must meet platform standards

3.2.2 Content Management

Requirement ID: ADMIN-004

Priority: Medium

Description: Platform content management and moderation.

Functional Requirements: - Review moderation - Report handling - Content filtering - Quality control - Policy enforcement

3.3 Order and Payment Management

3.3.1 Order Management

Requirement ID: ADMIN-005

Priority: High

Description: Platform-wide order management and oversight.

Functional Requirements: - Order monitoring - Issue resolution - Dispute handling - Order analytics - Customer support tools - Delivery coordination

Business Rules: - Orders are monitored in real-time - Issues are escalated within 2 hours - Disputes are resolved within 48 hours - Analytics are updated daily

3.3.2 Payment Management

Requirement ID: ADMIN-006

Priority: High

Description: Payment processing and financial management.

Functional Requirements: - Payment monitoring - Refund processing - Commission calculation - Financial reporting - Tax management - Fraud detection

Business Rules: - Payments are processed securely - Refunds are processed within 3-5 days - Commission is calculated automatically - Financial reports are generated monthly

3.4 Analytics and Reporting

3.4.1 Platform Analytics

Requirement ID: ADMIN-007

Priority: High

Description: Comprehensive platform analytics and reporting.

Functional Requirements: - Sales analytics - User analytics - Performance metrics - Revenue reporting - Growth analysis - Market insights

Business Rules: - Analytics are updated in real-time - Reports are generated daily - Data is available for 2 years - Export functionality for all reports

3.5 Content Management

3.5.1 CMS Management

Requirement ID: ADMIN-009

Priority: Medium

Description: Content management system for platform content.

Functional Requirements: - Banner management - Promotional content - FAQ management - Policy updates - News and announcements

Business Rules: - Content is reviewed before publication - SEO best practices are followed - Content is updated regularly - Analytics track content performance

3.5.2 Marketing Tools

Requirement ID: ADMIN-010

Priority: Medium

Description: Marketing and promotional tools.

Functional Requirements: - Coupon management - Promotional campaigns - Email marketing - Social media integration - Loyalty program management

Non-Functional Requirements

Performance Requirements

- **Response Time:** Page load time < 3 seconds
- **Concurrent Users:** Support 10,000+ concurrent users
- **Availability:** 99.9% uptime
- **Scalability:** Auto-scaling based on demand

Security Requirements

- **Data Encryption:** All data encrypted in transit and at rest
- **Authentication:** Multi-factor authentication support
- **Compliance:** PCI DSS, GDPR compliance
- **Audit Trail:** Complete audit logging

Usability Requirements

- **Mobile Responsive:** Optimized for all device sizes
- **Accessibility:** WCAG 2.1 AA compliance
- **Internationalization:** Support for multiple language on Frontend
- **User Experience:** Intuitive and user-friendly interface

User Stories

Customer User Stories

Epic: Customer Registration and Profile

- **Story 1:** As a customer, I want to register using my email so that I can create an account
- **Story 2:** As a customer, I want to verify my phone number so that I can receive order updates
- **Story 3:** As a customer, I want to add multiple delivery addresses so that I can choose where to receive my orders

Epic: Product Discovery

- **Story 4:** As a customer, I want to search for products by name so that I can find what I need quickly
- **Story 5:** As a customer, I want to filter products by category so that I can browse specific types of items
- **Story 6:** As a customer, I want to see product reviews so that I can make informed purchasing decisions
-

Epic: Shopping and Checkout

- **Story 7:** As a customer, I want to add products to my cart so that I can purchase multiple items
- **Story 8:** As a customer, I want to apply coupon codes so that I can save money on my purchase
- **Story 9:** As a customer, I want to choose a delivery time slot so that I can receive my order when convenient

Vendor User Stories

Epic: Vendor Onboarding

- **Story 10:** As a vendor, I want to register my business so that I can sell products on the platform
- **Story 11:** As a vendor, I want to upload my business documents so that my account can be verified
- **Story 12:** As a vendor, I want to set my business hours so that customers know when I'm available

Epic: Product Management

- **Story 13:** As a vendor, I want to add products to my catalog so that customers can purchase them
- **Story 14:** As a vendor, I want to update product inventory so that customers see accurate stock levels

- **Story 15:** As a vendor, I want to set product prices so that I can control my profit margins

Epic: Order Management

- **Story 16:** As a vendor, I want to receive order notifications so that I can process orders quickly
- **Story 17:** As a vendor, I want to update order status so that customers can track their orders
- **Story 18:** As a vendor, I want to view my sales reports so that I can understand my business performance

Administrator User Stories

Epic: Platform Management

- **Story 19:** As an admin, I want to approve vendor registrations so that only legitimate businesses join
- **Story 20:** As an admin, I want to moderate product listings so that quality standards are maintained
- **Story 21:** As an admin, I want to view platform analytics so that I can make data-driven decisions

Epic: Customer Support

- **Story 22:** As an admin, I want to handle customer support tickets so that issues are resolved quickly
- **Story 23:** As an admin, I want to manage refunds so that customer satisfaction is maintained
- **Story 24:** As an admin, I want to monitor platform performance so that issues are identified early

Process Flows

Customer Journey Flow

1. Customer Registration

- └ Email/Phone Registration
- └ OTP Verification
- └ Profile Completion
- └ Address Setup

2. Product Discovery

- └ Browse Categories
- └ Search Products
- └ Apply Filters
- └ View Product Details

3. Shopping Cart
 - |— Add Products
 - |— Review Cart
 - |— Apply Coupons
 - |— Proceed to Checkout
4. Checkout Process
 - |— Select Delivery Address
 - |— Choose Delivery Time
 - |— Select Payment Method
 - |— Confirm Order
5. Order Tracking
 - |— Order Confirmation
 - |— Status Updates
 - |— Delivery Tracking
 - |— Order Completion

Vendor Onboarding Flow

1. Vendor Registration
 - |— Business Information
 - |— Document Upload
 - |— Bank Account Details
 - |— Terms Acceptance
2. Admin Review
 - |— Document Verification
 - |— Background Check
 - |— Approval Decision
 - |— Notification
3. Vendor Setup
 - |— Business Hours Setup
 - |— Commission Agreement
 - |— Product Categories
 - |— Payment Setup
4. Product Listing
 - |— Product Creation
 - |— Image Upload
 - |— Pricing Setup
 - |— Inventory Management

Order Processing Flow

1. Order Placement
 - └ Customer Places Order
 - └ Payment Processing
 - └ Order Confirmation
 - └ Vendor Notification
2. Vendor Processing
 - └ Order Acceptance
 - └ Product Preparation
 - └ Delivery Coordination
 - └ Status Updates
3. Delivery (FUTURE SCOPE)
 - └ Pickup by Delivery Partner
 - └ Route Optimization
 - └ Real-time Tracking
 - └ Delivery Confirmation
4. Completion
 - └ Customer Confirmation
 - └ Payment Settlement
 - └ Review Collection
 - └ Loyalty Points Award

Business Rules

General Business Rules

1. **Data Privacy:** All customer data must be protected under New Zealand privacy laws
2. **Payment Security:** All transactions must be PCI DSS compliant
3. **Quality Standards:** All products must meet New Zealand food safety standards
4. **Customer Service:** Support tickets must be responded to within 4 hours
5. **Order Processing:** Orders must be processed within 24 hours

Customer Rules

1. **Account Verification:** Email and phone verification required for account activation

2. **Order Limits:** Minimum order amount of \$20 per vendor
3. **Cancellation:** Orders can be cancelled within 1 hour of placement
4. **Returns:** Damaged or incorrect items can be returned within 48 hours
5. **Loyalty Points:** Points expire after 12 months of inactivity

Vendor Rules

1. **Approval Process:** Vendor applications reviewed within 48 hours
2. **Commission:** Standard commission rate of 5% (negotiable)
3. **Order Response:** Orders must be accepted/rejected within 2 hours
4. **Quality Standards:** Products must meet platform quality standards
5. **Payout Schedule:** Weekly payouts with minimum \$50 threshold

Administrator Rules

1. **Vendor Approval:** All vendors must be manually approved
2. **Content Moderation:** All content reviewed within 48 hours
3. **Issue Escalation:** Critical issues escalated within 2 hours
4. **Data Retention:** Customer data retained for 3 years
5. **Performance Monitoring:** Platform performance monitored 24/7

Acceptance Criteria

Customer Portal Acceptance Criteria

- ☐Users can register using email, phone, or social login
- ☐Email and phone verification work correctly
- ☐Users can browse products by category and search
- ☐Advanced filters work for all product attributes
- ☐Shopping cart saves items and calculates totals
- ☐Checkout process is completed in under 5 minutes
- ☐Payment processing is secure and reliable
- ☐Order tracking provides real-time updates
- ☐Customer support is accessible and responsive

Vendor Portal Acceptance Criteria

- ☐Vendors can register and upload required documents

- ☐ Admin approval process works within 48 hours
- ☐ Vendors can add and manage products effectively
- ☐ Inventory updates are reflected in real-time
- ☐ Order notifications are sent promptly
- ☐ Sales reports are accurate and comprehensive
- ☐ Payout system works reliably
- ☐ Vendor analytics provide useful insights

Administrator Portal Acceptance Criteria

- ☐ Admin can manage all users (customers and vendors)
- ☐ Product moderation system works efficiently
- ☐ Order management provides complete oversight
- ☐ Analytics dashboard provides actionable insights
- ☐ Content management system is user-friendly
- ☐ Customer support tools are comprehensive
- ☐ Financial reporting is accurate and detailed
- ☐ Platform monitoring identifies issues proactively

Technical Acceptance Criteria

- ☐ Platform loads in under 3 seconds
- ☐ Mobile responsiveness works on all devices
- ☐ Payment processing is 100% secure
- ☐ Platform uptime is 99.9% or higher
- ☐ Data backup and recovery work correctly
- ☐ Security measures prevent unauthorized access
- ☐ API endpoints are properly documented
- ☐ Error handling provides clear user feedback