

Business Requirements Document for an Ecommerce Website

Date: 18th June, 2019



Table of Contents

1. Introduction.....	4
2. Business Objective.....	4
3. Background.....	5
4. Approach.....	5
5. Design Specification.....	5
6. Technical Specification.....	6
7. References.....	6
8. Scope of the project.....	6
8.1 High Level Requirements: System Block Diagram.....	8
8.2 User Interface: Functional Requirements.....	8
8.2.1 Pages.....	8
8.2.2 Items Selection.....	9
8.2.3 Delivery.....	9
8.2.4 Online representation.....	9
8.2.5 Shopping cart functionality.....	9
8.2.6 Billing.....	9
8.2.7 User coupons, discounts and promotions.....	9
8.2.8 Ratings and Reviews.....	9
8.2.9 Multilingual (Different language options).....	10
8.2.10 Search Bar.....	10
8.2.11 Loyalty programs.....	10
8.2.12 Product Filter and sorting options.....	10
8.2.13 Newsletter Signup.....	10
8.2.14 Social media links.....	10
8.2.15 Live chat.....	10
8.2.16 Personalized items.....	10
8.2.17 Product listing.....	10
8.2.18 Product page Features list.....	11
8.2.19 Customer Checkout, Shopping Cart and Wish list.....	11

8.2.20 An administration console.....	12
8.3 User Registration: Functional Requirements.....	13
8.4 Terms and Conditions: Functional Requirements.....	13
8.4.1 Privacy Policy.....	13
8.4.2 Prohibitions.....	14
8.4.3 Intellectual Property, Software and Content.....	14
8.4.4 Terms of Sale.....	14
8.4.5 Complaints.....	14
8.4.6 Entire Agreement.....	14
8.5 Shipping policy and Delivery Time-Frame: Functional Requirements.....	14
8.5.1 Shipping policy should easily accessible.....	14
8.5.2 Shipping policy must be accessible from all pages.....	14
8.5.3 Provide all shipping details at the checkout.....	15
8.5.4 No overcharge for shipping.....	15
8.5.5 Provide detailed delivery time-frames.....	15
8.5.6 Provide tracking information.....	15
8.5.7 Responsibility for lost shipments.....	15
9. Non Functional Requirements.....	15
10. Software System Attributes.....	15
10.1 Reliability.....	16
10.2 Availability.....	16
10.3 Security.....	16
10.4 Maintainability.....	16
10.5 Portability.....	16
11. Prerequisites.....	17
12. Resource Allotment.....	17
13. Milestone.....	17
14. Timeline.....	18
15. Maintenance.....	18
16. Out of Scope.....	18
17. Legal, Copyright and Other Notice.....	19

1. Introduction

This Business Requirement Document (BRD) is designed to document and describe the agreement between the customer and the developer regarding the high level business goals of the software product requested. Its primary purpose is to provide a clear and descriptive “statement of user requirements” that can be used as a reference in further development of the system. This document is broken into a number of sections used to logically separate the software requirements into easily referenced parts.

2. Business Objective

The objective of this document is to define the features of the E-Commerce Website. Here Visitors can see the publicly available features such as browse products, view details of products (Size, Colour and Cost), and view other static contents of site. Registered User can view all publicly available features and in addition to this they can purchase the products by adding them into shopping cart. Admin can manage all the contents and Orders from the Backend (admin side).

Types of Users of the website are:

- Visitors
- Customers (Registered Member)
- Admin.

3. Background

A small grocery store, for online business to supply a community with organic products, Due to long-standing customer base and increasing affluence to the area, the store has decided to investigate the possibility of providing an online delivery service to the customer.

We need to create a website that will enable their customers to shop online. We will create an administration console alongside the website, which will allow staff members to keep track of orders. The security and safety of system and customers' information should be highly prioritized. Every customer must be register on our online grocery store before they purchase any product and display some terms and conditions about our grocery store, customer with explicit consent of terms service solely can purchase and customer needs to pay online.

4. Approach

- We will put together a team of experienced coders to work on this project under the direction of a single project manager who will be your point of contact for all aspects of the project.
- We will construct a private development site that you and we may review at any time and on which we will develop design mockups and testing platforms. We will work closely with you to evaluate on-going work and to provide course-corrections as necessary.
- Note: We will show you project progress on weekly basis and road map of the website/app including one by one step so we will be aware about the functionality and our understanding is ok as per your expectation.

5. Design Specification

- The planned modules of the website would provide the modern, clean, elegant, and easy to navigate and user friendly layout with simple and attractive color scheme exactly as per the requirement so that it would be able to draw the user's attention with prime and updated information available on it.
- We will provide exotic look for your Website with responsive design that will give eye catching appearance to users.
- The website would be developed using the standard resolution size but we always welcome our client comments and ideas and work according to the client specification. If you have any comments regarding this we are open to discuss with you.

6. Technical Specification

The Online ecommerce Website will be implemented in PHP.

- CMS: Magento
- Programming Language: PHP
- Database: MySQL
- Architected: MVC
- Server: Linux dedicated Server
- Design: HTML 5, CSS3 with Responsive Design
- Script: Java Script, JQuery

7. References

- As per the discussion with client and taken existing ecommerce websites as a reference.

8. Scope of the project

The objective of this project proposal is to define the project scope of E-Commerce Website and to provide all the business aspects. The advantage would be simple user interface that is easy to understand by all type of users. The scope document is defined after discussing with the Client and there would be the below listed basic level features:-

Visitor Features

- ✓ View Home Banners or Slide Show Gallery
- ✓ Browse Products
- ✓ View Product Details
- ✓ View FAQs
- ✓ Become a Member through Registration process

- ✓ View Static Pages

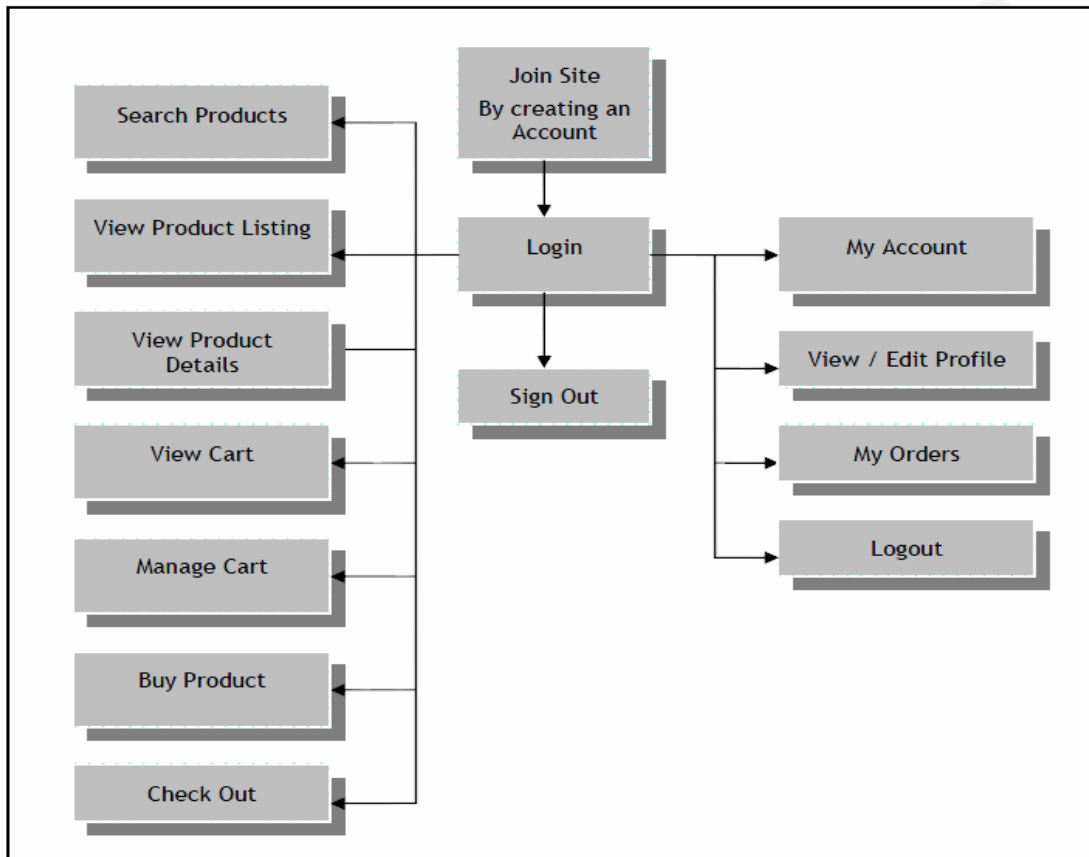
Registered Member Panel

- ✓ Login to site
- ✓ Manage Account
- ✓ My Profile
- ✓ My Orders
- ✓ Buy Product (Checkout)
- ✓ Logout

Admin Panel

- ✓ Login
- ✓ Dashboard
- ✓ Administrator User Management
- ✓ Site Member(Customer) Management
- ✓ Blind Type Management
- ✓ Product Attribute Management
- ✓ Product Management
- ✓ Price Chart Management
- ✓ Banner Manager
- ✓ Order Manager
- ✓ Shipping Management

8.1 High Level Requirements: System Block Diagram



8.2 User Interface: Functional Requirements

8.2.1 Pages

- Home Page
 - ✓ Header will contain logo, menu, about, contact, profile (if logged in), and login/logout options.
 - ✓ User will see THANK YOU message after successful login
- About Us
 - ✓ This page contains information about the website.
 - ✓ Couple of sentences about your website
- Contact Us
 - ✓ User can contact through Email
 - ✓ Through Cell
 - ✓ Through Social Media

- FAQ, returns and exchanges, store locator, shipping information, order tracking etc.
 - ✓ These standard documents and the sitemap can be placed at the bottom of the page.

8.2.2 Items Selection

- Item Brand
- Item Size
- Item Price
- Item verities

8.2.3 Delivery

- Customers Name
- Customers Complete Address
- Customer Cell

8.2.4 Online representation

- Online representation of the products that are sold in the physical store. There are many categories (e.g. dairy, meats, bakery, fruit etc.), and every product for each category, which online shoppers can browse. Details are provided for each product (i.e., name, image, description, and price)

8.2.5 Shopping cart functionality

- Add items to a virtual shopping cart.
- Remove items from the shopping cart.
- Update item quantities in the shopping cart.
- View a summary of all items and quantities in the shopping cart.
- Place an order and make payment through a secure checkout process.

8.2.6 Billing

- Generate Invoice in PDF
- Get Invoice copy on email
- Save invoice copy in User Account in website

8.2.7 User coupons, discounts and promotions

- User can get the discount by applying the coupon code.

8.2.8 Ratings and Reviews

- User can write comments on any Products
- There is an option of giving ratings for the products(5 star rating)

8.2.9 Multilingual and multicurrency (Different language and currencyoptions)

- The website has multiple language and currency options for different regions, then the users can switch between different languages/currency.

8.2.10 Search Bar

- User can search the products from different categories using search bar

8.2.11 Loyalty programs

- Mention things like reward points and other special offers for your long time customers. Include a link that takes them to more a more detailed offer page.

8.2.12 Product Filter and sorting options

- User can search the products by different filters like brands , color, etc.

8.2.13 Newsletter Signup

- There will be a newsletter signup form that collects your customers' email addresses. Admin can send them special offers and inform new product arrivals.

8.2.14 Social media links

- Providing links to social media accounts at the bottom of the page lets the user stay connected with the brand.

8.2.15 Live chat

- User can chat with the support team if anyone faces any kind of issues or any queries.

8.2.16 Personalized items

- Website will show potential customers items based on their search or purchasing history. This is a very effective way to increase sales.

8.2.17 Product listing

- A page can't show all the products that there are under a certain category. But every page should show the customers the total number of products and the range that they are viewing.

8.2.18 Product page Features list

- **Product Title**
 - ✓ This is simply the name of the product. The name of each product should definitely be unique, but maybe with different colors and sizes, if applicable.
- **Good quality of images with zoom in functionality**
 - ✓ At the product pages, there will be high-quality images that can be zoomed in to view particular parts of the product.

- **Pricing information with potential sales or discounts**
 - ✓ If there's any discount or promotional offers then it will display those. The common practice is to strike through the previous price and write the new price with the discount percentage in brackets
- **A field to change purchase quantities**
 - ✓ Just below the product price, there would be an option to change the product quantity. That way, the users can easily select the number of items they want to buy.
- **Add to cart button**
 - ✓ The Add to Cart button would be prominently displayed beside the product image.
- **Product description**
 - ✓ Product specifications and descriptions are absolutely essential parts of the page. Try to include all the essential information a customer may look for.

8.2.19 Customer Checkout, Shopping Cart and Wish list

- **Accept all payment methods**
- **Cart Details**
- **Final price**
- **Shipping method**
- **Billing address and shipping address**

8.2.20 An administration console

- **Order Management**
 - ✓ Admin can View all the Orders list
 - ✓ Admin can Edit / Delete Orders from the list
 - ✓ Admin can manage the orders of the user.
 - ✓ Admin can accept/reject the order.
 - ✓ Order can filter by Payment Status and Order Number
 - ✓ Admin can view the reports

- ✓ Admin can filter the reports for Date Range, Monthly, Weekly, Daily
- **Shipping Management**
 - ✓ API integration
- **Inventory Management**
 - ✓ Admin can add/edit/delete the inventory
 - ✓ Admin can set the inventory alerts
 - ✓ Once the inventory reaches the limit admin will receive the alerts
- **Newsletter**
 - ✓ Test newsletter send by admin itself
 - ✓ Creating Newsletter using Html Editor
 - ✓ Sending bulk newsletter in Batch wise (to avoid the spam)
 - ✓ Newsletter Template Creation, we can use the template at any time for sending the newsletter
 - ✓ Synchronize the user from the registered User, means convert the registered user into Newsletter subscriber in single click
 - ✓ Import / Export the subscribed Users
 - ✓ Block the user to avoid receiving newsletter
- **Coupon Management**
 - ✓ Admin can View all the Users and User Groups
 - ✓ Admin can Edit / Delete the users data
 - ✓ Admin can create a Coupon code for Discount
 - ✓ Admin can give the rewarding system to users
 - ✓ Based on the coupon code user will get discount.
- **User Management**
 - ✓ Admin can view all the user list
 - ✓ Admin can edit the user profile details
 - ✓ Admin can delete / Block any user
 - ✓ HEADER
 - ✓ Home
 - ✓ Contact us
 - ✓ Account
 - ✓ Wish list
 - ✓ Cart
- **Product Management**
 - ✓ Admin can add/edit/delete the products and manage accordingly

8.3 User Registration: Functional Requirements

- User will register before purchasing any product.

- Registration form will contain e-mail, user name, password and home address.
- Security, in the form of protecting sensitive customer data while it is transferred over the Internet, and preventing unauthorized access to the administration console.
- After enter user details then display terms and conditions for user in which user need to confirm and read our conditions.
- Display a welcome message to user after successful registrations.

8.4 Terms and Conditions: Functional Requirements

8.4.1 Privacy Policy. Our privacy policy, which sets out how we will use your information, can be found at [Privacy Policy Link]. By using this Website, you consent to the processing described therein and warrant that all data provided by you is accurate.

8.4.2 Prohibitions. You must not misuse this Website. You will not: commit or encourage a criminal offense; transmit or distribute a virus, Trojan, worm, logic bomb or any other material which is malicious, technologically harmful, Breaching this provision would constitute a criminal offense.

8.4.3 Intellectual Property, Software and Content. The intellectual property rights in all software and content (including photographic images) made available to you on or through this Website remains the property of www.example.com.

8.4.4 Terms of Sale. By placing an order you are offering to purchase a product on and subject to the following terms and conditions. All orders are subject to availability and confirmation of the order price.

- ✓ **Our Contract.** When you place an order, you will receive an acknowledgement e-mail confirming Receipt of your order.
- ✓ **Pricing and Availability.** Whilst we try and ensure that all details, descriptions and prices which appear on this Website, are accurate, errors may occur.
- ✓ **Payment** Upon receiving your order we carry out a standard authorization check on your payment Card to ensure there are sufficient funds to fulfill the transaction.

8.4.5 Complaints. We operate a complaints handling procedure which we will use to try to resolve disputes when they first arise, please let us know if you have any complaints or comments.

8.4.6 Entire Agreement. The above Terms of Service constitute the entire agreement of the parties and supersede any and all preceding and contemporaneous agreements between you and www.example.com. Any waiver of any provision of the Terms of Service will be effective only if in writing and signed by a Director of www.example.com.

8.5 Shipping policy and Delivery Time-Frame: Functional Requirements

8.5.1 Shipping policy should easily accessible. Don't require visitors to log in or create accounts, before they can view our shipping policy. Visitors to our website will need to know the shipping terms before they place an order. An unpleasant surprise at the checkout will almost certainly lead to a lost sale.

8.5.2 Shipping policy must be accessible from all pages. Placing a link within website's header or sidebar will usually do the trick.

8.5.3 Provide all shipping details at the checkout. Tell customers how much each shipping option will cost and how long it will take. Provide full details on international shipping, if applicable.

8.5.4 No overcharge for shipping. It should be clear that shipping is absolutely free.

8.5.5 Provide detailed delivery time-frames. List delivery time-frames for each shipping option by delivery region.

8.5.6 Provide tracking information. Email the shipment's tracking number to customer as soon as it is available. Being able to track his order, customer will know at any given time exactly what the status of the shipment is.

8.5.7 Responsibility for lost shipments. Whenever a shipment is lost, take responsibility and re-ship it. It may not be our fault, and it probably won't be, but customer has placed an order with our business and will rightly hold us responsible for it.

9. Non Functional Requirements

- ✓ Secure access of confidential data (user's details) should be provided.
- ✓ 24 X 7 availability of the application
- ✓ Application should be accessible over Internet.
- ✓ Better component design to get better performance at peak time
- ✓ Flexible service based architecture will be highly desirable for future extension.

10. Software System Attributes

There are a number of attributes of software that can serve as requirements. It is important that required attributes be specified so that their achievement can be objectively verified. The following items provide a partial list of examples. These are also known as non-functional requirements or quality attributes.

These are characteristics the system must possess, but that pervade (or cross-cut) the design. These requirements have to be testable just like the functional requirements. Its easy to start philosophizing here, but keep it specific.

10.1 Reliability

Specify the factors required to establish the required reliability of the software system at time of delivery. If you have MTBF requirements, express them here. This doesn't refer to just having a program that does not crash. This has a specific engineering meaning.

10.2 Availability

Specify the factors required to guarantee a defined availability level for the entire system such as checkpoint, recovery, and restart. This is somewhat related to reliability. Some systems run only infrequently on-demand (like MS Word). Some systems have to run 24/7 (like an e-commerce web site). The required availability will greatly impact the design. What are the requirements for system recovery from a failure? "The system shall allow users to restart the application after failure with the loss of at most 12 characters of input".

10.3 Security

Specify the factors that would protect the software from accidental or malicious access, use, modification, destruction, or disclosure. Specific requirements in this area could include the need to:

- Utilize certain cryptographic techniques
- Keep specific log or history data sets
- Assign certain functions to different modules
- Restrict communications between some areas of the program
- Check data integrity for critical variables

10.4 Maintainability

Specify attributes of software that relate to the ease of maintenance of the software itself. There may be some requirement for certain modularity, interfaces, complexity, etc. Requirements should not be placed here just because they are thought to be good design practices. If someone else will maintain the system

10.5 Portability

Specify attributes of software that relate to the ease of porting the software to other host machines and/or operating systems. This may include:

- Percentage of components with host-dependent code
- Percentage of code that is host dependent
- Use of a proven portable language
- Use of a particular compiler or language subset
- Use of a particular operating system

11. Prerequisites

Following are the prerequisites of the “Ecommerce Website” project.

PHP, Sql database , Ajax, Java scriot, Frameworks

12. Resource Allotment

Team Allotment for your project: 6 Members

- **Project Manager (1):** He would be responsible for Team Management, Requirements Management, Client Communication, Schedule Control, Quality Control and Budget Control.
- **Business Analyst (1):** To interact with client and Timely approval of all milestones and troubleshoot client queries as well development team, playing a role of bridge between Development and Client.
- **Designer (1):** He would be responsible for Front end design and complete required changes in HTML, CSS.
- **Programmer (2):** All will develop the code as per the best industry standards and by using various up-to-date tools and techniques. Other responsibilities included communication with the client and providing regular project updates to the Project Manager and the team.
- **Quality Analyst/ Tester (1):** He would be responsible for verification and validation of codes, as well as overall quality assurance and control of the project. Designing and executing test cases, finding bugs and fixing them etc will be the tasks undertaken to assure the delivery of a quality project.

13. Milestone

Milestones		Payment Percentage
Upfront		10%
After Web design		10%
Website development	1 st Development	10%
	2 nd Development	10%
	3 rd Development	10%
	4 th Development	10%

Final version of website		20%
Deployment		20%

14. Timeline

Estimated time: 60 Days

15. Maintenance

We will provide complete the maintenance services tailored to your requirements after the application and website completion. It would be free of cost for the first 15 days after project launch. Thereafter maintenance services will be charged as per resource uses.

We will be happy to quote you monthly rate for a maintenance contract at the conclusion of App development if you prefer a maintenance contract; however it is our opinion that this site require that below level of maintenance.

16. Out of Scope

This proposal covers the items detailed. The following are not covered by the estimate contained in this proposal.

1. Third party costs such as materials, hosting, license module, template, and registration fees etc.
2. Development of your content except as specifically agree
3. Provision of images other Loading of content where tools are provided for update of content by buyer
4. Than those used as static, page-design elements
5. Marketing and search engine optimization costs
6. System administration costs of dedicated servers
7. Next release items will not cover in the estimate timeline and cost

17. Legal, Copyright and Other Notice

System should display the disclaimers, copyright, word mark, trademark and product warranties.