# Business Requirements Document (BRD)

**Document Control**

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## 1. Introduction

This section sets the stage for the entire document, providing context and outlining its purpose.

### 1.1. Purpose of the Document

* + This Business Requirements Document (BRD) details the functional and non-functional requirements for the **Planto – Pure Veg & Vegan Food Delivery App**. It serves as a foundational agreement between business stakeholders and the development team, outlining what the system must achieve to meet Planto's strategic objectives.
  + It aims to provide a clear, unambiguous, and comprehensive understanding of the user needs, business processes, and system functionalities.

### 1.2. Project Overview

* + Planto is an innovative online food delivery platform specifically designed to simplify how customers discover and order **pure vegetarian and vegan meals** from a curated selection of local restaurants. The platform addresses the growing demand for plant-based food options and aims to be the go-to solution for individuals seeking convenient and reliable access to such cuisine.
  + The initial launch will strategically target key **Tier 1 cities in India: Bangalore, Mumbai, Delhi, Gurgaon, Hyderabad, Kolkata, Pune and Chennai**, leveraging the high concentration of urban, health-conscious, and environmentally aware populations.

### 1.3. Scope (Phase 1)

* + **In Scope:**
    - **User Management:** User registration and login via phone number, email, or social media accounts.
    - **Restaurant Discovery:** Browse and searching for restaurants based on location, cuisine type, and specific dietary filters (Veg/Vegan).
    - **Menu Browse:** Viewing restaurant menus with clear categorization and item descriptions.
    - **Order Placement:** Adding items to a cart, modifying quantities, and placing orders.
    - **Checkout & Payments:** Integration with various payment gateways (UPI, Credit/Debit Cards, Net Banking) and Cash on Delivery (COD) options.
    - **Basic Order Tracking:** Real-time updates on order status (e.g., Order Placed, Accepted by Restaurant, Out for Delivery, Delivered).
    - **Restaurant Onboarding & Basic Management:** Tools for restaurants to manage their profile and receive order notifications via a dedicated app/dashboard.
  + **Out of Scope (Phase 1):**
    - **Non-vegetarian food options.**
    - **Grocery delivery services.**
    - **In-app cooking instructions or recipes.**
    - **Advanced real-time logistics tracking (detailed driver movement);** basic status updates will suffice.
    - **Loyalty programs, referral programs, or discounts (planned for Phase 2).**
    - **Direct management of delivery personnel/fleet;** initial phase relies on third-party logistics partners.
    - **Advanced customer support features** (e.g., in-app chat with support agents; initial support via phone/email).

### 1.4. Target Audience of this Document

* + **Business Stakeholders:** To ensure alignment of business objectives with technical implementation.
  + **Product Manager:** For feature prioritization and roadmap planning.
  + **Development Team (Developers, QAs):** To understand the system requirements for design, coding, and testing.
  + **UI/UX Designers:** To inform user interface and experience design.
  + **Project Manager:** For project planning, scope management, and risk assessment.

### 1.5. Definitions, Acronyms, and Abbreviations

* + **BRD:** Business Requirements Document
  + **FSSAI:** Food Safety and Standards Authority of India
  + **UI:** User Interface
  + **UX:** User Experience
  + **KPI:** Key Performance Indicator
  + **NFR:** Non-Functional Requirement
  + **UPI:** Unified Payments Interface
  + **COD:** Cash on Delivery
  + **Tier 1 Cities:** Major metropolitan areas in India (Bangalore, Mumbai, Delhi, Gurgaon, Hyderabad, Kolkata, Pune, Chennai).
  + **Vegan:** Food containing no animal products or by-products.
  + **Vegetarian:** Food excluding meat, fish, and poultry.

## 2. Business Context & Objectives

This section delves deeper into the "why" behind the project.

### 2.1. Business Opportunity/Problem Statement

* + The growing global trend towards plant-based diets, driven by health, ethical, and environmental concerns, presents a significant market opportunity. Existing food delivery platforms often lack specialized filters or dedicated sections for pure vegetarian and vegan options, leading to inconvenience and distrust among customers. Planto aims to fill this gap by providing a dedicated, trustworthy, and user-friendly platform for this niche, enhancing customer experience and catering directly to an underserved market segment.

### 2.2. Business Goals and Objectives

* + These are **SMART (Specific, Measurable, Achievable, Relevant, Time-bound)** goals that the project aims to achieve.
    - **Convenient Veg/Vegan Ordering:** To provide users with a highly curated, easily discoverable, and reliable list of pure vegetarian and vegan food options from local restaurants, simplifying the ordering process.
    - **Partner Growth:** To onboard a minimum of **10+ pure vegetarian restaurants** and **5+ pure vegan restaurants per targeted Tier 1 city** within the first six months of launch, ensuring a diverse and ample selection.
    - **Customer Trust:** To build strong customer trust by ensuring **100% accurate labeling and categorization** of Veg and Vegan food items, mitigating mislabeling risks through a robust verification process.
    - **Simplicity & Speed:** To achieve a highly intuitive and minimal User Interface (UI) design that enables **order placement within 3 clicks/taps** for returning users, ensuring a fast and seamless experience.
    - **Sustainability Angle:** To actively promote and facilitate plant-based eating as a contribution to health, ethical living, and environmental sustainability, fostering a community around these values.

## 3. Stakeholders

Understanding who is involved and their responsibilities is key.

* **Stakeholder Matrix:**

|  |  |  |
| --- | --- | --- |
| Stakeholder | Primary Responsibilities | Involvement |
| Rahul (Business Owner) | **Funding, strategy, ultimate decisions** | **High** |
| Priya (Product Manager) | **Roadmap, feature prioritization, UX oversight** | **High** |
| Chef Arjun (Restaurant) | **Menu, order fulfillment, quality (rep. user)** | **Medium** |
| Sameer (Delivery Head) | **Logistics partner management, delivery processes** | **High** |
| Customers (End Users) | **Browse, order, review, feedback** | **High** |
| Development Team | **System design, build, test, deploy** | **High** |
| Marketing Team | **User acquisition, brand promotion** | **Medium** |
| Legal & Compliance | **FSSAI, data privacy adherence** | **Medium** |

## 4. High-Level Business Requirements

These are broad statements of what the system must achieve from a business perspective.

|  |  |  |  |
| --- | --- | --- | --- |
| Requirement ID | Requirement Description | | Priority (MoSCoW) |
| BR-001 | The system must allow users to **register and log in** using common methods (phone number, email, or social media accounts). | Must-have | |
| BR-002 | The system must enable users to **search and browse restaurants** based on their current location and preferences (e.g., cuisine type). | Must-have | |
| BR-003 | The system must **clearly categorize and label restaurants and menu items** as either "Pure Vegetarian" or "Vegan". | Must-have | |
| BR-004 | The system must facilitate users to **place orders** for selected food items and choose from **various payment options** (UPI, Cards, COD). | Must-have | |
| BR-005 | The system must provide **restaurants with real-time order notifications** via a dedicated app or dashboard, enabling them to accept/reject orders. | Must-have | |
| BR-006 | The system must allow users to **track their order status** through clear stages (Order placed, Accepted, Out for delivery, Delivered). | Must-have | |
| BR-007 | The system must allow users to **view order history and re-order** previously placed items. | Should-have | |
| BR-008 | The system must provide a mechanism for users to **rate and review restaurants and food items**. | Should-have | |

## 5. Functional Requirements (Detailed)

This section breaks down the high-level requirements into specific, actionable functionalities. For a Google Doc, consider using a table format for clarity.

### 5.1. User Management (Based on BR-001)

* + **FR-UM-001:** As a new user, I want to **register** using my phone number, email address, or Google/Facebook account, so I can create an account on Planto.
    - *Acceptance Criteria:* User receives OTP for phone/email verification; profile is created upon successful verification; social login seamlessly integrates.
  + **FR-UM-002:** As a returning user, I want to **log in** using my registered credentials or social media account, so I can access my Planto account.
    - *Acceptance Criteria:* Successful login grants access to user dashboard; incorrect credentials show error message; "Forgot Password" option available.
  + **FR-UM-003:** As a user, I want to **manage my profile** (e.g., update name, phone, email, delivery addresses), so my information is accurate.
    - *Acceptance Criteria:* Users can edit profile fields; changes are saved successfully.

### 5.2. Restaurant Discovery & Browse (Based on BR-002, BR-003)

* + **FR-RD-001:** As a user, I want to **allow location access** or manually enter my delivery address, so I can see restaurants that deliver to my area.
    - *Acceptance Criteria:* App detects user location; manual address entry is saved.
  + **FR-RD-002:** As a user, I want to **browse restaurants** listed in my selected delivery area, so I can explore available options.
    - *Acceptance Criteria:* Restaurants are displayed with name, rating, estimated delivery time, and cuisine type.
  + **FR-RD-003:** As a user, I want to **filter restaurants** by "Pure Vegetarian" or "Vegan" categories, so I can quickly find relevant options.
    - *Acceptance Criteria:* Dedicated filter options for Veg/Vegan are prominently displayed; applying filter updates list accordingly.
  + **FR-RD-004:** As a user, I want to **search for specific restaurants or food items** by name, so I can quickly find what I'm looking for.
    - *Acceptance Criteria:* Search results are displayed in real-time; search is accurate.

### 5.3. Order Management (Based on BR-004, BR-005, BR-006)

* + **FR-OM-001:** As a user, I want to **view a restaurant's menu**, including item names, descriptions, prices, and clear Veg/Vegan labels, so I can make informed choices.
    - *Acceptance Criteria:* Menu is presented clearly; each item is explicitly marked Veg/Vegan.
  + **FR-OM-002:** As a user, I want to **add/remove items to/from my cart** and adjust quantities, so I can customize my order.
    - *Acceptance Criteria:* Cart updates in real-time; item quantities can be modified.
  + **FR-OM-003:** As a user, I want to **proceed to checkout** from the cart, so I can finalize my order.
    - *Acceptance Criteria:* Cart summary with total price, taxes, delivery fees is displayed.
  + **FR-OM-004:** As a user, I want to **select a payment method** (UPI, Credit/Debit Card, Net Banking, COD) and complete the payment, so my order is confirmed.
    - *Acceptance Criteria:* Secure payment gateway integration; payment status updated correctly.
  + **FR-OM-005:** As a restaurant, I want to **receive instant notifications for new orders** via the Planto Restaurant App/Dashboard, so I can accept or reject them.
    - *Acceptance Criteria:* Push notification/audible alert for new orders; order details visible.
  + **FR-OM-006:** As a user, I want to **track my order status** through clear, step-by-step updates (e.g., "Order Placed," "Accepted by Restaurant," "Food Being Prepared," "Out for Delivery," "Delivered"), so I know when to expect my food.
    - *Acceptance Criteria:* Status updates are real-time; notifications are sent for major status changes.

## 6. Non-Functional Requirements (NFRs)

These define *how* the system should perform and operate. They are crucial for a successful and scalable product.

### 6.1. Performance:

* + **NFR-PER-001:** The application must load and display search results and restaurant menus within **3 seconds** on average network conditions.
  + **NFR-PER-002:** Payment processing and order confirmation must complete within **5 seconds** for online payments.
  + **NFR-PER-003:** The platform must support **up to 10,000 concurrent active users** without performance degradation during peak hours.

### 6.2. Security:

* + **NFR-SEC-001:** All user personal data (name, address, payment details) must be **encrypted** both in transit (SSL/TLS) and at rest.
  + **NFR-SEC-002:** Payment gateway integrations must comply with **PCI DSS standards**.
  + **NFR-SEC-003:** User authentication must utilize **industry-standard security protocols** (e.g., OAuth 2.0 for social logins, strong password hashing for email logins).
  + **NFR-SEC-004:** The system must implement robust **protection against common web vulnerabilities** (e.g., SQL Injection, XSS, CSRF).

### 6.3. Usability (UX/UI):

* + **NFR-USA-001:** The user interface must be **intuitive and easy to navigate**, enabling first-time users to place an order within 5 minutes.
  + **NFR-USA-002:** The application must be **responsive** and function optimally across various mobile devices (iOS, Android) and screen sizes.
  + **NFR-USA-003:** Error messages must be **clear, concise, and actionable**, guiding users on how to resolve issues.

### 6.4. Reliability & Availability:

* + **NFR-REL-001:** The Planto platform must maintain an **uptime of 99.9%** (excluding scheduled maintenance).
  + **NFR-REL-002:** The system must have **daily automated data backups** with a recovery time objective (RTO) of 4 hours and a recovery point objective (RPO) of 24 hours.

### 6.5. Maintainability & Scalability:

* + **NFR-MTS-001:** The system architecture must be **modular and loosely coupled** to facilitate future enhancements and feature additions.
  + **NFR-MTS-002:** The system should be able to **scale horizontally** to accommodate growth in user base and order volume without significant re-architecture.

### 6.6. Compliance & Legal:

* + **NFR-COM-001:** The platform must comply with **FSSAI (Food Safety and Standards Authority of India) guidelines** for food labeling, hygiene, and delivery.
  + **NFR-COM-002:** Data handling practices must adhere to **relevant data privacy regulations** (e.g., Indian IT Act 2000 and proposed Data Protection Bill).

## 7. Assumptions

These are factors considered to be true for the project to succeed. Documenting them prevents misunderstandings.

* The platform will exclusively support **pure vegetarian and vegan restaurants** in Phase 1, strictly enforcing this through the onboarding process.
* **Delivery logistics will be entirely outsourced** to third-party partners (e.g., Dunzo, Swiggy Genie, etc.) initially; Planto will integrate with their APIs for basic status updates, but will not manage a proprietary delivery fleet in Phase 1.
* Users are generally **familiar with the standard workflow of online food delivery applications**, reducing the need for extensive in-app tutorials for basic functionalities.
* Reliable **internet connectivity** is available for both users and restaurants.
* **Restaurant partners will cooperate** in providing accurate menu details and adhering to Planto's food categorization guidelines.

## 8. Constraints

These are limitations or restrictions that affect the project.

* **Regulatory Compliance:** Must comply with all applicable **FSSAI guidelines** for food businesses operating in India.
* **Geographic Limitation:** The initial launch is strictly **limited to the specified Tier 1 cities** (Bangalore, Mumbai, Delhi, Gurgaon, Hyderabad, Kolkata, Pune, Chennai) for Phase 1.
* **Budget & Resources:** Initial **budget limitations** for large-scale marketing campaigns and extensive hardware infrastructure. Focus on organic growth and efficient resource utilization.
* **Technology Stack:** (If applicable, e.g., "Must be built on a cloud-native architecture," or "Backend must be in Python/Node.js"). *Add if there are specific tech stack preferences from your side.*
* **Timeline:** Target launch within [X] months. (Add a realistic timeline if known).

## 9. Risks

Identifying risks early allows for proactive mitigation strategies.

|  |  |  |
| --- | --- | --- |
| Risk | Potential Impact | Mitigation Strategy |
| Low Initial User Adoption due to competition in the food delivery market. | Failure to meet user signup and order volume targets, impacting ROI. | **Niche Marketing:** Focus on targeted digital marketing campaigns highlighting the "Pure Veg & Vegan" USP. **Partnerships:** Collaborate with vegan/vegetarian communities and influencers. |
| Restaurant Partner Onboarding Delays and low retention. | Limited restaurant selection, reducing user choice and platform appeal. | **Dedicated Onboarding Team:** Implement a streamlined, user-friendly onboarding process with clear guidelines. **Incentives:** Offer initial competitive commission rates or marketing support. |
| Mislabeling of Food Items (Veg/Vegan confusion by restaurants or users). | Erosion of customer trust, negative reviews, potential legal/compliance issues. | **Mandatory Menu Verification:** Implement a strict, multi-stage menu verification process for all listed items. **User Reporting:** Provide an in-app feature for users to report mislabeled items. **Restaurant Audits:** Periodic checks on restaurant kitchens/practices. |
| Scalability Issues during peak demand. | Slow app performance, order failures, poor user experience. | **Cloud-native Architecture:** Design for horizontal scaling from day one. **Load Testing:** Conduct rigorous performance and load testing before launch. **Monitoring:** Implement robust monitoring to detect and address issues proactively. |
| Integration Challenges with third-party logistics partners. | Delays in delivery tracking, poor delivery experience. | **Early Engagement:** Involve logistics partners early in the planning. **API Testing:** Thorough testing of all integration points. **Fallback Mechanisms:** Plan for manual overrides or alternative communication methods if API fails. |

## 10. Success Metrics (KPIs)

These are the measurable indicators of project success.

* **User Sign-ups:** Target of **50,000 unique user sign-ups** within the first **6 months** of launch.
* **Partner Restaurants:** Achieve **10+ pure vegetarian and 5+ pure vegan restaurants per targeted Tier 1 city** within the first **6 months**.
* **Order Volume:** Reach an average of **500 orders per day across all cities** within **3 months** of launch.
* **Customer Satisfaction:** Maintain **>90% positive feedback** (e.g., 4-5 star ratings for orders/restaurants) within the app.
* **Retention Rate:** Achieve a **25% month-over-month customer retention rate** after the first 3 months.

## 11. Reporting & Analytics Requirements

**Purpose**  
This section defines the reporting and analytics capabilities required to monitor Planto’s business performance, support decision-making, and measure success against defined KPIs.

**Scope**  
Phase 1 analytics will focus on **core operational KPIs** tied to order management, restaurant onboarding, and customer behavior. These reports will be consumed by business stakeholders (Owner, Product Manager, Marketing, Restaurant Partners).

### 11.1. Key KPIs

1. **Daily Orders** – Number of orders placed and completed per day.
2. **Revenue** – Total order value, viewable by date range and city.
3. **Order Success Rate** – % of orders successfully delivered vs. placed/cancelled.
4. **Average Delivery Time** – Mean delivery duration (order accepted → delivered).
5. **Revenue by Cuisine** – Breakdown of order revenue by cuisine type (Veg, Vegan, sub-categories).
6. **Customer Retention** – % of customers who place repeat orders within 30 days.
7. **Restaurant Onboarding Progress** – Number of active restaurants onboarded by city.

### 11.2. Data Fields Required (high-level mapping)

* **Orders:** order\_id, user\_id, restaurant\_id, order\_date, order\_status, total\_amount, payment\_method, cuisine\_type, is\_veg/vegan\_flag.
* **Order Items:** order\_item\_id, order\_id, item\_name, qty, price.
* **Restaurants:** restaurant\_id, name, city, cuisine\_type, onboarded\_at.
* **Users:** user\_id, signup\_date, city.
* **Deliveries:** delivery\_id, order\_id, out\_for\_delivery\_at, delivered\_at, delivery\_time\_seconds.

### 11.3. Reporting Deliverables

* Phase 1: Excel prototype dashboard showing Daily Orders, Revenue, Avg. Delivery Time.
* Phase 2: Power BI interactive dashboards with drill-downs by city, cuisine, and customer segment.
* Reports must allow export to PDF/CSV for sharing with stakeholders.

## 12. Future Enhancements (Phase 2 & Beyond)

This section outlines potential future features, managing expectations and providing a long-term vision.

* Loyalty and Rewards Program
* Referral System
* Advanced Customer Support (in-app chat, dedicated support agents)
* Integration with wearable devices for order tracking.
* Subscription models for frequent users.
* Expansion to Tier 2 cities.
* Integration of in-app cooking instructions or recipes from partner restaurants.

## 13. Approval

This formal sign-off section indicates that key stakeholders have reviewed and approved the requirements outlined in this document.

|  |  |  |  |
| --- | --- | --- | --- |
| Name | Role | Signature / Digital Approval | Date Approved |
| Rahul | Business Owner |  | [Insert Date] |
| Priya | Product Manager |  | [Insert Date] |
| Sameer | Delivery Head |  | [Insert Date] |
| Mehrbong | Business Analyst |  | [Insert Date] |
| [Name] | Lead Developer |  | [Insert Date] |
| [Name] | Head of Marketing |  | [Insert Date] |

## 14. Version Control

This table tracks all changes made to the document, ensuring transparency and accountability.

|  |  |  |  |
| --- | --- | --- | --- |
| Version | Date | Author | Description of Changes |
| 0.1 | 2025-07-15 | Mehrbong | Initial Draft |
| 1.0 | 2025-07-18 | Mehrbong | Expanded sections, added detailed functional/non- |