PROJECT DETAILS

PROJECT NAME: Deluxe Phone Hub - Premium Smartphone Shopping App

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1. EXECUTIVE SUMMARY SNAPSHOT

The purpose of this Business Requirements Document (BRD) is to outline the objectives, processes, scope, and requirements for the development of "Deluxe Phone Hub" — a mobile shopping application dedicated to selling premium smartphones directly from OEMs. This platform will focus on quick and authentic purchases with ultra-fast delivery options.

The app is intended to streamline the process of purchasing high-end smartphones by cutting out third-party retailers and emphasizing original pricing, authenticity, and speed. The target audience for this BRD includes the Product Development Team, UI/UX Designers, Technical Architects, Business Stakeholders, and Marketing & Sales Departments.

2. PROJECT DESCRIPTION

The Deluxe Phone Hub project aims to create a mobile-first platform enabling users to purchase flagship smartphones from OEMs such as Apple, Samsung, and Google. The current market experience is cluttered with third-party sellers, inconsistent pricing, and delayed deliveries. This app will solve these issues by:

- Collaborating directly with OEMs.
- Offering a curated catalog of only premium smartphones.
- Providing authentic, factory-sealed units at official prices.
- Ensuring fastest delivery options (same-day or 24-hour delivery in metros).

3. PROJECT SCOPE

IN-SCOPE ITEMS:

- Android and iOS App Development

- Integration with OEM vendor APIs

- Payment Gateway Integration

- Delivery Partner API Integration

- UI/UX for seamless shopping

- Order Tracking Functionality

- Customer Support Chat

- Wishlist and Notification Features

OUT-OF-SCOPE ITEMS:

- Sale of budget smartphones

- In-app phone repair services

- Retail store operations

- Accessory or non-phone products

4. BUSINESS DRIVERS

Business Driver 1: Growing demand for premium smartphones
Customers increasingly prefer flagship devices. The app will capture this niche market with a focused catalog.

Business Driver 2: Delay and inconsistency in third-party deliveries
The app will eliminate these issues by partnering directly with OEMs and logistics providers.

Business Driver 3: Trust & Authenticity
This app ensures original sealed products only, addressing counterfeit concerns.

Business Driver 4: Competitive Differentiation
There are no dedicated apps solely for premium smartphone purchase from OEMs — this is a first-mover opportunity.

5. PRESENT PROCESS

Currently, customers:

- Use websites like Amazon or Flipkart, where premium phones are listed alongside budget options.

- Experience price variations, fake sellers, and shipping delays.

- Rely on brand websites, which may have slower shipping or lack stock.

6. PROPOSED PROCESS

Users will:

1. Open the Deluxe Phone Hub App.

2. Browse a premium-only curated list (e.g., iPhone 15 Pro, Galaxy S24 Ultra).

3. View real-time stock and pricing.

4. Add to cart and make payment securely.

5. Select fast delivery option (Same-day / 24-hour in eligible areas).

6. Track orders via in-app interface.

7. Reach support through live chat for issues.

7. FUNCTIONAL REQUIREMENTS

ID	REQUIREMENT	PRIORITY	RAISED BY
FR-01	OEM product feed integration	1 - Immediate	Product Owner
FR-02	User-friendly app UI for shopping	1 - Immediate	UX Lead
FR-03	Real-time stock availability display	1 - Immediate	Developer
FR-04	Order tracking system	2 - High	Product Owner
FR-05	Integrated payment gateway (UPI, Card, EMI)	1 - Immediate	Finance Team
FR-06	Wishlist and back-in-stock notifications	3 - Moderate	Marketing Team
FR-07	Secure login and user account management	1 - Immediate	Security Lead
FR-08	Ultra-fast delivery slot selection	2 - High	Logistics Lead
FR-09	Push notifications for new arrivals	3 - Moderate	Marketing Team
FR-10	Customer service live chat	2 - High	Support Lead

8. NON-FUNCTIONAL REQUIREMENTS

ID	REQUIREMENT
NFR-01	App must load within 2 seconds
NFR-02	Uptime should be 99.95% annually
NFR-03	Must comply with GDPR & data privacy laws
NFR-04	Support up to 1 million concurrent users
NFR-05	Secure encrypted data transmission (SSL/TLS)
NFR-06	Should be scalable for future product categories

9.GLOSSARY

TERM/ABBREVIATION EXPLANATION

OEM	Original Equipment Manufacturer
MVP	Minimum Viable Product
UPI	Unified Payments Interface (India)
GDPR	General Data Protection Regulation

9. REFERENCES

NAME   LOCATION

Apple Reseller Program   https://www.apple.com/in/business/

Google Pixel for Business   https://store.google.com

Samsung Partner Portal   https://partnerhub.samsung.com

11. APPENDIX

- Competitive Market Research Summary

- Visual Mockups of Proposed UI Screens

- OEM API Documentation (Apple, Samsung, Google)

- Delivery SLA Agreement Samples