

Business Requirements Document (BRD)

1. Introduction

1.1. Purpose

The purpose of this document is to detail the business requirements for redeveloping the Inty website. The goal is to enhance user experience, improve functionality, and align the website with current business objectives.

1.2. Background

Inty is an interior design aggregation platform based in Bangalore, connecting customers with interior designers, carpenters, and service providers. The existing website requires updates to better serve our users and partners, incorporating new features and design improvements.

2. Objectives

Enhance User Experience: Simplify navigation and improve the overall aesthetic to engage visitors.

Result driven: User should be satisfied with the recommendations that we provide (Efficient algorithm)

Integrate AI Features: Implement AI-driven tools for personalized user experiences and efficient lead nurturing.

Optimize Performance: Ensure fast load times and responsiveness across devices.

Improve Partner Support: Provide better tools and dashboards for service providers to manage their profiles and leads.

3. Functional Requirements

3.1. User Registration and Profiles

Customer Registration: Allow users to sign up using email or social media accounts or mobile number.

Service Provider Registration: Enable companies, designers, carpenters to create profiles showcasing their services and portfolios.

Profile Management: Users and service providers can update their information, including contact details, preferences, project photos and service offerings.

3.2. Search, Filter and Compare

Advanced Search: Implement search functionality allowing users to find service providers based on location, service type, style, budget, and ratings.

Filtering Options: Provide filters for project types, design styles, price ranges, and availability.

Compare: Comparison dashboard that allows users to add companies and compare few key features (*Refer section "comparison dashboard" for more details*)

3.3. AI-Driven Recommendations

Personalized Suggestions: Use AI to recommend service providers and design ideas based on user preferences and behavior.

3.4. Project Showcase

Portfolio Display: Service providers can upload images and descriptions of completed projects.

Customer Reviews: Enable customers to leave reviews and ratings for service providers.

3.5. Lead Management

Dashboard for Service Providers: Provide a dashboard where service providers can view and manage leads, track project inquiries, and communicate with potential clients.

Notification System: Implement email and in-app notifications for new leads, messages, and updates.

3.6. Content Management System (CMS)

Blog Integration: Include a blog section for articles on interior design trends, tips, and company news.

Dynamic Content Updates: Allow administrators to update content, images, and service listings without technical assistance.

3.7. Contact and Support

Contact Forms: Provide forms for general inquiries, support requests, and partnership opportunities.

4. Non-Functional Requirements

4.1. Performance

Load Time: Ensure pages load within 3 seconds on standard internet connections.

Scalability: Design the system to handle increasing numbers of users and data without performance degradation.

4.2. Security

Data Protection: Implement SSL encryption and comply with data protection regulations to safeguard user information.

Authentication: Use secure authentication methods for user logins and administrative access.

4.3. Usability

Responsive Design: Ensure the website is fully functional on various devices and screen sizes.

Accessibility: Adhere to accessibility standards to accommodate users with disabilities.

5. Design Considerations (Refer section 'Web Designer Brief' for details)

Modern Aesthetics: Adopt a clean, contemporary design that reflects the brand identity.

Intuitive Navigation: Organize content logically with clear menus and calls to action.

Brand Consistency: Maintain consistent use of colors, fonts, and imagery aligned with Inty's branding.

6. Technical Requirements

Platform: Develop the website using a robust and scalable framework (e.g., React, Angular, or Vue.js for the frontend; Node.js or Django for the backend).

Database: Utilize a reliable database system (e.g., PostgreSQL, MySQL) to manage user and service provider data.

APIs: Integrate third-party APIs as needed for functionalities like social media login, payment processing, and AI services.

7. Project Timeline

Requirement Gathering: [03/02/2025] to [05/02/2025]

Design Phase: [06/02/2025] to [08/02/2025]

Development Phase: [Start Date] to [End Date]

Testing Phase: [Start Date] to [End Date]

Deployment: [19/02/2025]

8. Acceptance Criteria

Functionality: All features outlined in the functional requirements are implemented and operational.

Performance: The website meets the specified performance benchmarks.

Usability: Positive feedback from user testing sessions.

Security: No critical vulnerabilities identified during security assessments.

Appendix

A. Glossary: Definitions of technical terms and acronyms used in this document.

B. References: Links to relevant documents, studies, or resources that informed this BRD

Web Designer Brief – Inty Website Redesign

Objective:

We need a modern, user-friendly website that clearly differentiates Inty from traditional interior design companies. As an aggregator platform, this distinction should be evident from the homepage itself.

Key Design Guidelines:

Light & Minimalist Color Palette: Use soft, neutral colors to create a premium yet welcoming feel. Avoid dark or heavy themes.

Aggregator Identity: The homepage should immediately communicate that Inty connects customers with multiple interior designers, not just one company.

Clear Messaging & Visuals:

Use engaging banners and icons to show how Inty simplifies finding the right interior designer.

Include comparisons or infographics that highlight the benefits of using an aggregator over direct interior companies.

Easy Navigation & Call-to-Action (CTA):

A clean, structured layout for seamless browsing.

CTAs like “Get Matched with Designers”, “Explore Portfolios”, or “Join as a Designer” should be prominent.

Responsive & Fast: Ensure mobile-friendliness and quick load times.

Homepage Must-Haves:

Hero Section: A visually appealing banner that clearly states,

“India’s Leading Interior Design Aggregator – Find the Best Designers for Your Home & Office.”

How It Works Section: A 3-step guide explaining the process – Discovery, Shortlisting, and Execution.

Showcase of Partnered Designers: A rotating or grid-based section displaying top designers with reviews.

Client Testimonials & Success Stories: Build credibility.

Join as a Designer Section: Invite interior designers to partner with Inty.

Lead Capture Form: Simple and engaging to collect inquiries.

Overall Tone & Feel:

Modern, clean, and professional – Instill trust while keeping it visually appealing.

Minimal clutter – Focus on showcasing the value of aggregation rather than overwhelming users with too many elements.

Please ensure the design aligns with these goals while maintaining a seamless user experience.

Listings Page

Objective: Allow users to explore service providers while keeping contact numbers masked.

Key Features:

Filter & Search Options:

Location-based filtering (e.g., Bangalore, Whitefield, Indiranagar)

Service categories (Modular Kitchens, Wardrobes, Full Home Interiors, Office Spaces)

Price range filtering

Service Provider Profiles:

Name, Location, Ratings, Portfolio Images

Masked Contact Number

CTA: "Request Contact Details" (Triggers a lead capture form)

Lead Form for Accessing Contact Details:

Fields: Name, Contact Number, Project Requirements

OTP Verification for Valid Leads

AI-Based Matching:

Smart suggestions for similar designers/carpenters based on user preference

AI Cost Calculator Page

Objective: Allow users to get an estimated interior design cost based on their budget and preferences.

Key Features:

Step 1: Select Property Type

Home / Office / Commercial

Step 2: Choose Design Style

Minimalist / Modern / Luxury / Traditional

Step 3: Enter Area in Sq. Ft.

Step 4: Select Materials & Finishes

Standard / Premium / Luxury

Step 5: Show Cost Estimate

AI generates an approximate cost range

But before displaying, we should have a lead capture form

Output:

Quote along with best companies that fit the budget and option to compare

Home Page

Objective: Clearly communicate that Inty is an aggregator, not a direct interior company.

Key Features:

Hero Banner:

Headline: "Find the Best Interior Designers & Carpenters in One Place"

Subheadline: "Compare, Choose & Connect – Hassle-Free Interiors"

CTA: "Get Matched with Experts"

How It Works Section:

Step 1: Describe your requirements

1a) Estimate cost of the project based on requirements

Step 2: Get matched with top-rated professionals

2a) Comparison dashboard to compare best matches

Step 3: Finalize your project & get started

Featured Interior Designers & Carpenters:

Display top-rated service providers with masked contact numbers

"Contact Now" button leading to a lead form

AI-Powered Cost Calculator Section:

CTA: "Estimate Your Interior Budget Instantly"

Client Testimonials & Case Studies

Join as a Designer/Carpenter Section

Comparison Dashboard (Grid Format)

Header:

Title: "Compare Interior Design Companies or Designers or Carpenters" (based on what user is choosing)

Subtitle: "Find the Best Providers for Your Needs – Compare Side by Side"

Comparison Grid/Table (Clickable Cells for Quick Info)

Company Name	Type	Location	Rating	Completed Projects	Specialization	Price Range	Portfolio	Customer Reviews	Request Quote
Design Co. 1	Interior Designer	Bangalore	★★★★★ (150)	50+	Modern	₹3-5 Lakhs	Link	Reviews	Request
Carpenter A	Carpenter	Bangalore	★★★★★ (120)	30+	Traditional	₹1-2 Lakhs	Link	Reviews	Request
Decor Masters	Interior Designer	Mumbai	★★★★★ (200)	100+	Luxury	₹10-15 Lakhs	Link	Reviews	Request
WoodWorks Pro	Carpenter	Delhi	★★★★★ (80)	15+	Custom	₹2-4 Lakhs	Link	Reviews	Request

AI-Driven Features:

"Smart Comparison" (AI):

Description: Use AI to show the most suitable companies based on the user's preferences (e.g., budget, location, style). AI can also suggest the best matches by analyzing past customer behavior and reviews.

Feature: "AI Recommends" — Based on user's selected filters, the AI can highlight top companies/carpenters with an "AI Recommends" tag.

AI Match Score: Each company receives a "match score" based on the selected filters and customer needs. Higher scores mean a better match.

AI-Powered Reviews Analysis:

Feature: AI can analyze customer reviews and give insights like "Most Mentioned Positive Aspects" and "Top Concerns." This helps customers understand the strengths and weaknesses of each provider quickly.

Price Prediction Tool (AI):

Feature: Based on the user's requirements (e.g., space type, style, etc.), the AI can predict the estimated cost range for the project. This prediction is displayed next to each company or carpenter, helping users make informed decisions.

Interactive Features:

Interactive Sliders:

Budget Slider: Adjust the budget slider to filter companies that fall within the range.

Experience Slider: Filter companies based on their years of experience.

Hover Details: Hover over each cell to view brief company details, such as "Price range, Services offered, and Average project size."

Sorting Options by:

Best match (AI-driven)

Rating (Highest to Lowest)

Price (Low to High/High to Low)

Most Experienced

CTA (Call-to-Action):

"Start Comparing Now" — Prominently displayed for users to start their comparison.

"Get Quotes" — Call-to-action button allowing users to directly request quotes from the selected providers.

Visual Elements:

Comparison Card Design: Each company will have a visual card that includes:

Company Logo

Type of Service (Interior Designer / Carpenter)

Rating with Stars

Portfolio Preview Image (Hover to zoom)

Short Description (hover for full details)

AI Match Score (Percentage bar showing how well it matches the user's criteria)