**Trend Cart(E-Commerce Website)**

**Business Requirements Document**

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**1.Introduction**

Trend Cart aims to deliver a modern, user-friendly e-commerce platform offering curated products at competitive prices. This document outlines the business requirements for developing and launching the platform.

Key objectives:

* Offer a seamless shopping experience.
* Provide a curated selection of trending products.
* Ensure fast and reliable delivery.
* Maintain a high level of customer satisfaction.

Business Objectives:

* Revenue Goals: Outline revenue targets, such as expected sales or market penetration.
* Customer Satisfaction: Focus on improving user experience and customer service.
* Market Differentiation: Describe how Trend Cart will stand out in the competitive e-commerce market.
* Scalability: Plan for future growth and expansion of the product line and user base.

**2.Overview**

Trend Cart is an innovative e-commerce platform designed to offer a curated selection of trending products at competitive prices. The primary goal of this project is to create a user-friendly and responsive online store that provides customers with a seamless shopping experience, accessible anytime and anywhere. The platform will feature a broad range of products across various categories, supported by efficient product management, secure payment processing, and reliable customer support services.

The project involves developing an intuitive website with a focus on performance, security, and scalability to meet the growing demands of online shoppers. By incorporating advanced search and filtering options, streamlined checkout processes, and personalized customer interactions, Trend Cart aims to distinguish itself in the competitive e-commerce landscape.

Key Deliverables:

* A fully functional and responsive e-commerce website.
* Comprehensive product catalogue with easy navigation and search capabilities.
* Secure and efficient payment processing systems.
* Robust customer support features, including contact forms and live chat.
* Integration with reliable delivery and return management systems.
* A marketing and SEO strategy to attract and retain customers.

Business Goals:

* Achieve significant market penetration and establish Trend Cart as a go-to destination for online shoppers.
* Ensure customer satisfaction through excellent user experience and responsive support.
* Drive sales growth and increase revenue through competitive pricing and exclusive deals.
* Build a scalable platform that can expand product offerings and handle increasing traffic.

Target Audience: The primary target audience for Trend Cart includes tech-savvy millennials and Gen Z shoppers who value convenience, style, and affordability. The platform will also cater to busy professionals looking for a quick and efficient shopping experience.

This project overview sets the stage for the detailed requirements and deliverables that will guide the development and successful launch of Trend Cart.

**3.Project Scope**

In-Scope: Clearly define what will be included in the project.

* Product catalogue management (adding, editing, and categorizing products).
* User account management and order tracking.
* Shopping cart and checkout process.
* Payment gateway integration (e.g., credit cards, PayPal).
* Customer support features (contact forms, live chat).
* Delivery and returns management.

Out-of-Scope: Clarify what will not be addressed in this phase.

* Advanced personalization features.
* Integration with external CRM systems.
* Custom mobile app development (if not part of this phase).

**4. Stakeholder Analysis**

Stakeholders: List all stakeholders and their roles.

* Project Manager: Oversees the project timeline and deliverables.
* Business Analysts: Gather and analyses business requirements.
* UX/UI Designers: Design the user interface and experience.
* Developers: Build and code the website.
* Quality Assurance (QA) Team: Test the website before launch.
* Marketing Team: Promote the website pre- and post-launch.
* End Users: Customers who will interact with the website.

Stakeholder Responsibilities: Detail the responsibilities of each stakeholder group.

The Stakeholder Analysis section identifies the key stakeholders involved in the Trend Cart e-commerce project, their roles, responsibilities, and how they will interact throughout the project lifecycle. Understanding these relationships and responsibilities is crucial to ensuring that all requirements are met, risks are managed, and the project is delivered successfully.

**5.Functional Requirements**

Product Management:

* Product Listings: Ability to add, update, and delete product listings.
* Categories & Filters: Users can filter products by categories, price, brand, etc.
* Search Functionality: Implement a robust search engine that supports keywords, filters, and sorting options.

User Management:

* User Registration/Login: Enable users to create accounts, log in, and manage their profiles.
* Order History: Users can view their order history, track shipments, and reorder products.

Shopping Cart & Checkout:

* Add to Cart: Users can add multiple items to their shopping cart.
* Checkout Process: Streamlined checkout with multiple payment options and guest checkout.
* Payment Gateway: Secure integration with payment gateways (e.g., Stripe, PayPal).

Customer Support:

* Contact Us: Contact forms for inquiries and support requests.
* Live Chat: Real-time chat support for instant assistance.

Delivery & Returns:

* Shipping Options: Provide multiple shipping methods (standard, express) with estimated delivery times.
* Returns Management: Easy process for returns, including printing return labels and tracking return status.

**6. Non- Requirements**

Performance:

* Load Time: The website should load within 2 seconds on average.
* Scalability: The platform should handle increasing traffic as the business grows.

Security:

* Data Protection: Ensure compliance with GDPR and other data protection regulations.
* Payment Security: Use SSL encryption for all transactions.

Usability:

* Responsive Design: Ensure the website is fully responsive and works across all devices (desktops, tablets, smartphones).
* Accessibility: Compliance with accessibility standards like WCAG 2.1.

Reliability:

* Uptime: Aim for 99.9% uptime to ensure availability.

**7.Assumption and Criteria**

Technological Assumptions:

* The existing IT infrastructure will support the new platform.
* Necessary software and tools (e.g., CMS, CRM) are available and compatible.

Resource Assumptions:

* All necessary resources (staff, budget, time) will be available throughout the project lifecycle.

Performance Metrics:

* User Satisfaction: Measured through customer feedback and surveys.
* Conversion Rate: Percentage of visitors who complete a purchase.
* Traffic Goals: Target number of monthly visitors within the first six months.

Acceptance Criteria:

* The website meets all functional and non-functional requirements.
* User testing shows a positive response and ease of use.
* The platform is stable, secure, and performs well under expected traffic loads.

**8. Glossary**

Terms & Definitions:

* E-commerce: The buying and selling of goods or services over the internet.
* Payment Gateway: A service that authorizes credit card or direct payments.

**9. Appendices**

Supporting Documents:

* Wireframes, design mock-ups, or prototypes.
* Surveys or research data supporting the business requirements.

References:

* Links to market research, customer feedback, or industry reports used in developing the BRD.

**This detailed BRD will serve as the blueprint for the Trend Cart e-commerce website, ensuring that all stakeholders are aligned and that the project stays on track.**