Inventive.ai E-commerce Platform BRD

1. What vs. How

This BRD focuses on defining 'what' the e-commerce platform must achieve rather than 'how' it will be

implemented. The document outlines business needs, user expectations, and functional goals without

prescribing technical solutions.

2. Stakeholder Alignment

Key stakeholders include Marketing, Sales, IT, Customer Support, and Executive Leadership. Regular

alignment meetings and sign-offs will ensure all parties are informed and in agreement throughout the project

lifecycle.

3. Projected KPIs

- Increase in conversion rate by 20% within 6 months

- Personalized product recommendations with 85% accuracy

- Average order value increase by 15%

- Customer satisfaction score above 90%

4. Scope

The scope includes the development and launch of a scalable e-commerce platform with features such as:

- User registration and authentication

- Product catalog and search

- Shopping cart and checkout

- Payment gateway integration

- Order tracking and customer supportInventive.ai E-commerce Platform BRD

5. Timeline

- Requirements Gathering: Aug 1 - Aug 15

- Design & Prototyping: Aug 16 - Sep 15

- Development: Sep 16 - Nov 30

- Testing & QA: Dec 1 - Dec 15

- Launch: Jan 1

6. Budget

- Platform Development: $100,000

- Marketing & Launch: $30,000

- Maintenance & Support (Year 1): $20,000

- Total Estimated Budget: $150,000

7. Risk Factors

- Delays in third-party integrations

- Scope creep due to evolving requirements

- Security vulnerabilities and compliance issues

- User adoption challenges

8. Use-Case Examples

- A returning customer receives personalized product recommendations based on past purchases.

- A new user browses the catalog, adds items to the cart, and completes a purchase using a credit card.

- A customer tracks their order status and initiates a return through the support portal.