**Flaunt Website**

**Business Requirements Document**

Project:Flaunt Website

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# 1. Project Overview

This document describes the business/user requirements for the Flaunt Web Application that will provide a basis for the following project activities:

* Introducing business/user requirements
* Creating test plans and test specifications
* Identifying stakeholders
* Devising solutions to project tasks
* Produce an application that will enable users to buy tailored products to enhance their health and skin related needs, directly from the website.
* Determining when the project is complete.
* Assessing the degree to which the project succeeded.

**1.2 Glossary of Terms**

| **Term** | **Definition** |
| --- | --- |
| Suppliers | Flaunts supplier’s base covers Health and Lifestyle product companies (supply providers). Advertising Media houses, Payment Gateway vendors, Logistic Service Providers, Social Media Platform for providing the platform to showcase and upscale Flaunts web application products. It also Includes Bank for providing Flaunt with an official account to handle business transactions. |
| Customers | Customer base in general is that of the people who register on the website and create an account. We can further classify the same into 3 major categories.   1. Health/ wellness Enthusiasts 2. Fashion Enthusiasts 3. All other customers who require products for day-to-day needs. |
| Graphical User Interface (GUI) | Refers to the actual representation where a consumer usually interacts. It is something that a user sees and browses through for his needs. It will be customer centric and platform independent. |
| Target Market | This is defined as the overall customer group that Flaunt is designed/ developed to serve |
| Quality of Life (QoL) features | This refers to making the website more accessible to customers, providing them with tailored health and fashion products making it easier for them to select based on their needs and continually improving features of the website to increase the footfall and increasing customer relation with the website. |
| Web Application | For the purposes of this project Flaunt will only encompass a website that also works well on mobile devices from the GUI perspective but not a phone app (\*to save cost). |

# 2. Document Information

**2.1 Audience**

| **Name** | **Business Unit** | **Role** |
| --- | --- | --- |
| Suppliers | Health and Lifestyle product companies | Supply Products |
| Logistics | 3rd party logistic vendors | Delivery Tracking for the flaunt |
| Finance | Bank | Maintain Flaunt’s bank Account |
| Ad team | Advertising Media | Offer Customers with discount |
| Social Media | Social media Influencers | Promotion |
| Payment Gateway Vendors | 3rd party payment vendors | Processing Payment |

# 3. Business Opportunity

**3.1 Project Overview and Background**

Our goal is to create a website to allow customers to, purchase, health and beauty products. The website would be named as Flaunt which would equate directly to our goal of letting people flaunt their internal as well as external beauty. We would not only let customers buy the products of their choices but also, help them by recommending more products based on their previous purchase and provide gift cards and discounts post transactions.

**3.2 Current State Analysis**

We target beauty enthusiasts across multiple demographics and shopping behaviors. Beauty enthusiasts have a deep emotional connection with beauty, and historically, this connection has not diminished in softer economic environments like COVID-19 pandemic. Instead, people have become more conscious about themselves during the pandemic. Certain beauty enthusiast consumer groups are growing more interested in choosing products that will support their overall health and wellness. They look for supporting brands whose products and actions align with their own values. Examples of these sites are Ulta beauty, Sephora, etc. We would be including a database to store the user information and would be marketing our website and products by collaborating with social media Influencers. Flaunt will be designed to emulate the knowledge of a personal shopping assistant that it provides product recommendations, reviews, and pricing information in a user-friendly interface which makes it easy for a customer to purchase products.

**3.3 Future State Objectives**

The objective is to create a website that will be able to compete in the crowded marketplace of health and beauty websites. The website will satisfy the customer needs using four key pillars: Clean Ingredients, Cruelty-Free, Vegan, and Sustainable Packaging from brands and vendors.

**3.4 Stakeholders**

| **Stakeholders** |
| --- |
| Product Management |
| Social media Management |
| Subscription/ Account Management |
| Finance Management |
| Customers |

# 4. Business Requirements

**4.1 Business Scope**

The primary users of Flaunt will be able to directly purchase desired health and beauty products and it would be a one stop shop with a plethora of products to choose from.   
The customers would be getting unique discounts and offers depending on their purchases and the payment transactions would be handled by 3rd party payment vendors. This would make the whole process of buying an item on the website easy going & hassle free.  
  
**4.2 Details of Business Requirements**

4.2.1 Finance Management

4.2.1.1 Ability to process payments in real-time.

4.2.1.2 Ability to verify payment from users with the help of 3rd party vendors

4.2.1.3 Ability to post order’s amount, on customer’s Flaunt account

4.2.1.4 Ability to send an acknowledgment email to the customer post-purchase.

4.2.1.5 Ability to maintain Flaunt’s transaction with the bank account.

4.2.1.6 Ability to upkeep with social media collaborations.

4.2.2 Social Media management

4.2.2.1 Ability to collaborate with social media influencers and digital creators.

4.2.2.2 Ability to keep a track of the number of associating influencers and upcoming collaborations

4.2.2.3 Work with clients to create a social media strategy that collaborates with marketing, research’s top influencers, competitors, and trends in clients’ industries.

4.2.3 Product Management

4.2.3.1 Ability to ship items by teaming up with 3rd party shipping vendors

4.2.3.2 Ability to receive a tracking number from carrier and send to customer’s account.

4.2.3.3 Ability to receive real-time data on product supply (i.e. how many are available)

4.2.3.4 Ability to send/receive changes in stock-based on product orders on Flaunt

4.2.4 Subscription/ Account Management

4.2.4.1 Ability to receive order information from customers (i.e. item purchased)

4.2.4.2 Ability to log in to the website and have complete control of customer account

4.2.4.3 Ability to sign-in to pre-existing account

4.2.4.4 Ability to design, develop, maintain and troubleshoot Flaunt website.

4.2.5 Customer Requirements

4.2.5.1 Ability to have smooth and swift delivery of products at doorstep

4.2.5.2 Ability to shop for beauty and healthcare products.

4.2.5.3 Ability to have a hassle- free experience

4.2.5.4 Ability of having an added ease of shopping online

4.2.5.5 Ability to buy products at affordable rates

4.2.5.6 Ability to use a user- friendly website design

4.2.5.7 Ability to buy authentic products

4.2.5.8 Ability to use secured transactions

4.2.5.9 Ability to purchase products based on recommendations

4.2.5.10 Ability to track orders with 3rd party vendors

4.2.5.11 Ability to have an FAQ section as well as contact information

4.2.5.12 Ability to get email- based notification on purchase

4.2.5.13 Ability to manage respective user account

4.2.5.14 Ability to acquire offers and gift cards based on purchase

4.2.5.15 Ability to experience fast response time

4.2.5.16 Ability to gain quick customer support

4.2.5.17 Ability to explore multi-brand inventory

# 5. Non-Functional Requirements

|  |  |
| --- | --- |
| Category | Requirements |
| Usability | The application's GUI interface should feature a simple and intuitive design, with menu options clearly labeled and field functions obvious to any user. |
| Usability | The purpose of any section of the application should be immediately evident to any user, easy to use for even a non-technical user. |
| Usability | The application should be easy to navigate, and users should be able to immediately access any significant functionality that they may need within a few clicks, ideally in one click. |
| Performance | The response time of the application should not be impacted by latency that will significantly impact the evident availability of application features or information |
| Performance | The application should be available for users 24 hours a day, every day of the year. |
| Performance | The application should not make excessive demands on customer's computer or device memory capabilities |
| Performance | The application should support several users using simultaneously. |
| Security | The application will be protected from hackers and intrusion by various security measures |
| Security | Encryption for customer's personal data that is maintained on the web application's server |
| Database | Application will use the SQL / Postgres database. |
| External System | Application will be able to interface successfully with social media websites, 3rd party payment vendors and 3rd party supply chain vendors. |

# 6. External Data Feeds

6.1 Supply Products (Bi-directional)  
 6.1.1 The brands would send the required products as per Flaunt’s product categories

6.1.2 Flaunt would resend the products returned by the customer to the suppliers

6.2 Offer Customers with discount

6.2.1 Flaunt offers customers with coupons and Gift cards according to their purchased items

6.3 Maintain Flaunt’s bank account (Bi-directional))

6.3.1 Maintain the purchase history and the amount received from the customer’s purchase

6.3.2 Maintain record in terms of money when a customer returns and asks for a refund

6.4 Process Payment from customers (Bi-directional)

6.4.1 Enables customers to pay, electronically, for the items they wish to purchase &   
 Third party payment vendors verify the mode of payment

6.4.2 Send back the payments from Flaunt’s account to customers bank account in case of a refund.

6.5 Delivery Tracking (Bi-directional)

6.5.1 Deliver the products to the customer’s doorsteps and track the product in real-time.

6.5.2 Procure and track an item if it is being returned by the customer

6.6 Promotion

6.6.1 Content creators and influencers collaborate to buoyant the total reach of Flaunt products into the market using social media.

# 7. Business Risks

We are living in an era where technological advancements are taking leaps and bounds every day and it can be very tedious to be stable in an ever changing environment. Given that there are a lot of competitors in the market that can offer products that are only acquired by them, in the form of contracts with brands. This would be a tough deal to crack if we are a new company in the market. One key strategy to mitigate this risk is by keeping our website simple to use with a continually growing list of QoL (quality of life) features that makes product browsing and purchasing less of a hassle for users. Also, our products are more targeted towards the long term goal of helping customers achieve everlasting beauty and health. On the technical side of business risk some of those include the website crashing and not being able to fetch the product catalog from the database. For the former, the primary goal of the testing portion of the website rollout would be to eliminate most bugs in the system before going live with the website. For the latter, we would require, after activating the website, always monitoring external sources, and ensuring they are correct.