BUSINESS REQUIREMENT DOCUMENT

Clothing Website and Mobile App

Document Information

|  |  |
| --- | --- |
| Document Attributes | Description |
| Document ID | Doc001 |
| Author | Sandeep Taksande |
| Contributor | - |

Revision History

|  |  |  |
| --- | --- | --- |
| Version | Date | Changes |
| Draft | 01-October-2024 | New Document |
| V0.1 |  |  |
|  |  |  |

Revision History

|  |  |  |  |
| --- | --- | --- | --- |
| Reviewer/ Approver | Role | Comments | Date |
|  |  |  |  |
|  |  |  |  |
|  |  |  |  |

Contents

[1. Introduction 4](#_Toc179883830)

[1.1 Purpose 4](#_Toc179883831)

[1.2 Scope 4](#_Toc179883832)

[1.3 Out of Scope 4](#_Toc179883833)

[2. Business Objectives 5](#_Toc179883834)

[3. Target Audience 5](#_Toc179883835)

[4. Functional Requirements 6](#_Toc179883836)

[4.1 User Interface 6](#_Toc179883837)

[4.2 E-commerce Features 6](#_Toc179883838)

[4.3 Customer Accounts 6](#_Toc179883839)

[4.4 Marketing and Promotions 6](#_Toc179883840)

[4.5 Customer Support 7](#_Toc179883841)

[5. Technical Requirements 7](#_Toc179883842)

[6. Non-Functional Requirements 7](#_Toc179883843)

[7. Timeline and Budget 8](#_Toc179883844)

[7.1 Timeline 8](#_Toc179883845)

[7.2 Budget 8](#_Toc179883846)

**Business Requirement Document (BRD) for a Clothing Store Website and Mobile App**

# 1. Introduction

## 1.1 Purpose

This BRD outlines the functional requirements for the development of a website and mobile application for a clothing store. The goal is to provide a seamless online shopping experience for customers, enabling them to browse, select, and purchase clothing items conveniently.

## 1.2 Scope

The scope of this project includes the development of an e-commerce platform that will:

* Allow customers to browse a wide range of clothing products, including categories like tops, bottoms, dresses, outerwear, accessories, and seasonal collections.
* Provide detailed product information, including descriptions, high-resolution images, size charts, fabric composition, care instructions, and customer reviews.
* Enable customers to add items to their shopping cart and proceed to a secure checkout process.
* Offer multiple payment options, including credit cards, debit cards, PayPal, digital wallets (e.g., Apple Pay, Google Pay), and net banking.
* Provide real-time order tracking with estimated delivery dates and shipping options.
* Facilitate customer support through various channels, including email, phone, live chat, and social media.
* Integrate with social media platforms (e.g., Facebook, Instagram) for social sharing and marketing.

## 1.3 Out of Scope

The scope of this project excludes the development of an e-commerce platform that will:

* Advanced Inventory Management: While the ability to track inventory levels is important, a full-fledged inventory management system with features like purchase orders, stock forecasting, and warehouse management might be considered out of scope for this initial project.
* Content Management System (CMS): A complex CMS allowing for extensive blog creation, article editing, and detailed page management might be outside the scope of this project. A simpler solution for managing basic product descriptions and static pages could be sufficient.
* In-app chat: While a live chat feature might be desirable for customer support, it could be a later addition depending on budget and development resources.
* Social Login: Offering login options using social media accounts (Facebook, Google) can be convenient, but it might be considered out of scope for this initial phase. Standard email and password login could suffice initially.
* Multilingual Support: If the target audience is primarily English-speaking, then multilingual support for the website and app might be outside the scope of this project.
* Advanced Personalization: Highly personalized recommendations and product suggestions based on individual user behavior could be a later addition as the platform matures.
* Omnichannel Integration: Integrating the website and app with physical stores (if applicable) for features like in-store pickup or click-and-collect might be outside the scope of this initial project.
* Third-party Integrations: Integrating with specific loyalty program providers or other third-party services might be considered out of scope for this project.

# 2. Business Objectives

* **Increase online sales:** Drive revenue growth by attracting new customers and providing a convenient online shopping experience.
* **Enhance brand visibility:** Establish a strong online presence and increase brand awareness through search engine optimization (SEO) and social media marketing.
* **Improve customer satisfaction:** Offer a user-friendly platform with excellent customer service, including easy returns and exchanges.
* **Optimize marketing efforts:** Utilize the platform for targeted marketing campaigns, personalized recommendations, and email marketing.

# 3. Target Audience

* **Demographics:** Primarily women aged 18-35, with a focus on urban and suburban areas.
* **Interests:** Fashion trends, casual and formal clothing, sustainable and ethical fashion.
* **Behavior:** Frequent online shoppers who value convenience and a personalized experience.

# 4. Functional Requirements

## 4.1 User Interface

* **Responsive design:** Ensure compatibility across different devices (desktop, tablet, mobile) for a seamless shopping experience.
* **Intuitive navigation:** Use a clear and concise menu structure with categories, subcategories, and search functionality.
* **Visually appealing:** Incorporate high-quality product images, engaging visuals, and a consistent brand aesthetic.
* **Search functionality:** Allow users to search for products by keyword, category, brand, size, price, or color.
* **Product detail pages:** Provide comprehensive product information, including detailed descriptions, high-resolution images, size charts, fabric composition, care instructions, customer reviews, and similar product recommendations.

## 4.2 E-commerce Features

* **Shopping cart:** Allow users to add items to their cart, view the total cost, and apply promo codes.
* **Checkout process:** Offer a secure and efficient checkout flow with multiple payment options, shipping address verification, and order summary.
* **Payment gateways:** Integrate with popular payment providers (e.g., Stripe, PayPal, Authorize.Net) to ensure secure transactions.
* **Order confirmation:** Send order confirmation emails with details, tracking information, and estimated delivery time.
* **Order tracking:** Provide a real-time tracking system for customers to monitor the status of their orders.

## 4.3 Customer Accounts

* **Account creation:** Allow users to create accounts for personalized experiences, including saved addresses, order history, and wishlist.
* **Login and password recovery:** Enable secure login and password reset options.
* **Order history:** Provide access to previous orders, purchase details, and returns.
* **Wishlist:** Allow users to save items for future purchases and receive notifications when they go on sale.

## 4.4 Marketing and Promotions

* **Newsletter subscriptions:** Collect email addresses for targeted marketing campaigns and exclusive offers.
* **Promotional banners and pop-ups:** Display relevant promotions and discounts based on user behavior.
* **Loyalty programs:** Implement a rewards program with points or discounts for repeat customers.
* **Social media integration:** Connect with social media platforms (e.g., Facebook, Instagram) for sharing products, running contests, and engaging with customers.

## 4.5 Customer Support

* **Contact information:** Provide multiple channels for customer support, including email, phone, live chat, and social media.
* **FAQ section:** Address common customer inquiries and provide helpful information.
* **Returns and exchanges:** Outline a clear and easy return and exchange policy.

# 5. Technical Requirements

* **Platform:** Choose a suitable e-commerce platform (e.g., Shopify, WooCommerce, Magento) based on scalability, features, and cost.
* **Hosting:** Select a reliable hosting provider with sufficient resources to handle website traffic and data.
* **Security:** Implement robust security measures (e.g., SSL certificates, firewalls) to protect customer data and prevent fraud.
* **Performance:** Optimize the website and app for speed and responsiveness, ensuring a smooth user experience.
* **Scalability:** Ensure the platform can handle increasing traffic and growth as the business expands.

# 6. Non-Functional Requirements

* **Accessibility:** Comply with accessibility standards (e.g., WCAG) to accommodate users with disabilities.
* **Usability:** Conduct usability testing to ensure a positive user experience and identify areas for improvement.
* **Performance:** Maintain high performance levels, even under peak loads, to avoid customer frustration.
* **Security:** Protect against cyber threats and data breaches with regular security audits and updates.
* **Maintenance:** Establish a maintenance plan for ongoing updates, bug fixes, and platform upgrades.

# 7. Timeline and Budget

## 7.1 Timeline

|  |  |  |
| --- | --- | --- |
| **Phase** | **Activities** | **Estimated Duration** |
| Discovery and Planning | Requirements gathering, market research, platform selection | 4 weeks |
| Design | Wireframing, UI/UX design, branding | 6 weeks |
| Development | Website and app development, integration | 12 weeks |
| Testing | Quality assurance, user testing | 4 weeks |
| Launch | Website and app launch, marketing | 2 weeks |
| Maintenance and Support | Ongoing updates, bug fixes, customer support | Continuous |

## 7.2 Budget

|  |  |
| --- | --- |
| **Category** | **Estimated Cost** |
| Development | $50,000 - $100,000 |
| Design | $15,000 - $30,000 |
| Hosting and Domain | $2,000 - $5,000 (annual) |
| sMarketing and Advertising | $10,000 - $20,000 (initial) |
| Contingency | 15% of total estimated cost |