**FUNCTIONAL 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](#_Toc179885582)

[2. User Interface 5](#_Toc179885583)

[2.1 Homepage 5](#_Toc179885584)

[2.2 Product Detail Page 5](#_Toc179885585)

[2.3 Shopping Cart 6](#_Toc179885586)

[2.4 Checkout Page 6](#_Toc179885587)

[2.5 Account Page 6](#_Toc179885588)

[3. E-commerce Features 7](#_Toc179885589)

[3.1 Product Catalog 7](#_Toc179885590)

[3.2 Shopping Cart 7](#_Toc179885591)

[3.3 Checkout Process 8](#_Toc179885592)

[3.4 Order Tracking 8](#_Toc179885593)

[4. Customer Support 8](#_Toc179885594)

[4.1 Contact Information 8](#_Toc179885595)

[4.2 Returns and Exchanges 9](#_Toc179885596)

[5. Marketing and Promotions 9](#_Toc179885597)

[5.1 Newsletter Subscriptions 9](#_Toc179885598)

[5.2 Promotional Banners and Pop-ups 9](#_Toc179885599)

[5.3 Loyalty Programs 9](#_Toc179885600)

[5.4 Social Media Integration 10](#_Toc179885601)

[6. Technical Requirements 10](#_Toc179885602)

[6.1 Platform 10](#_Toc179885603)

[6.2 Hosting 10](#_Toc179885604)

[6.3 Performance 11](#_Toc179885605)

[6.4 Scalability 11](#_Toc179885606)

[7. Accessibility 11](#_Toc179885607)

[8. Integration 11](#_Toc179885608)

[9. Testing 12](#_Toc179885609)

[10. Maintenance and Support 12](#_Toc179885610)

**Functional Requirements Document (FRD) for a Clothing Store Website and Mobile App**

# 1. Introduction

**1.1 Purpose** This FRD outlines the detailed functional requirements for the development of a website and mobile application for a clothing store. It provides a comprehensive specification of the features, functionalities, and interactions that will be required to meet the business objectives outlined in the Business Requirement Document (BRD).

**1.2 Scope** The scope of this FRD aligns with the scope defined in the BRD, encompassing the development of an e-commerce platform that enables customers to browse, select, and purchase clothing items conveniently.

# 2. User Interface

## 2.1 Homepage

* **Hero image:** A prominent banner showcasing the latest collection or a seasonal theme.
* **Navigation menu:** Clear and intuitive menu structure with categories (e.g., Tops, Bottoms, Dresses, Outerwear, Accessories) and subcategories.
* **Search bar:** A prominent search bar at the top of the page for quick product searches.
* **Featured products:** A section highlighting popular or trending products.
* **Promotions and discounts:** Clearly visible banners or pop-ups for current promotions and discounts.

**Acceptance Criteria:**

* The homepage displays a clear and visually appealing layout.
* The navigation menu is easily accessible and includes all relevant categories.
* The search bar is prominently placed and functions correctly.
* Featured products are displayed with high-quality images and descriptions.
* Promotions and discounts are clearly visible and include relevant information.

## 2.2 Product Detail Page

* **Product image carousel:** High-quality images of the product from different angles.
* **Product description:** Detailed description of the product, including materials, features, and care instructions.
* **Size chart:** A visual representation of the product's sizing.
* **Customer reviews:** A section for displaying customer reviews and ratings.
* **Add to cart button:** A prominent button for adding the product to the shopping cart.
* **Similar products:** Recommendations of similar or related products.

**Acceptance Criteria:**

* Product images are displayed in high resolution and can be zoomed in.
* The product description is informative and includes relevant details.
* The size chart is accurate and easy to understand.
* Customer reviews are displayed in a clear and organized manner.
* The "Add to Cart" button is prominently placed and functions correctly.
* Similar products are displayed with relevant images and descriptions.

## 2.3 Shopping Cart

* **Item listing:** A list of items added to the cart, including product images, quantities, and prices.
* **Total cost:** A clear display of the total cost, including shipping and taxes.
* **Promo code input:** A field for entering promo codes.
* **Checkout button:** A prominent button to proceed to the checkout process.

**Acceptance Criteria:**

* Items added to the cart are displayed with accurate quantities and prices.
* The total cost is calculated correctly, including shipping and taxes.
* Promo codes can be applied and validated successfully.
* The "Checkout" button is prominently placed and initiates the checkout process.

## 2.4 Checkout Page

* **Shipping information:** Fields for entering shipping address, contact information, and shipping method selection.
* **Payment information:** Fields for entering payment details (credit card, PayPal, etc.).
* **Order summary:** A clear display of the order details, including items, quantities, shipping costs, and total amount.
* **Place order button:** A button to confirm the order and proceed to payment.

**Acceptance Criteria:**

* Shipping information fields are required and validated correctly.
* Payment information fields are secure and accept valid payment methods.
* The order summary accurately reflects the items, quantities, shipping costs, and total amount.
* The "Place Order" button confirms the order and initiates the payment process.

## 2.5 Account Page

* **Order history:** A list of previous orders with details and tracking information.
* **Wishlist:** A list of saved products for future purchases.
* **Address book:** A section for managing shipping and billing addresses.
* **Password change:** A feature for changing the account password.

**Acceptance Criteria:**

* Users can view their order history with details and tracking information.
* Users can add and manage their wishlist items.
* Users can add, edit, and delete shipping and billing addresses.
* Users can change their account password securely.

# 3. E-commerce Features

## 3.1 Product Catalog

* **Product categorization:** A hierarchical structure for organizing products into categories and subcategories.
* **Product filtering:** Allow users to filter products by various criteria (e.g., size, color, price, brand).
* **Product sorting:** Options to sort products by relevance, price, popularity, or newest.

**Acceptance Criteria:**

* Products are organized into appropriate categories and subcategories.
* Users can filter products by various criteria (e.g., size, color, price, brand).
* Products can be sorted by relevance, price, popularity, or newest.

## 3.2 Shopping Cart

* **Quantity adjustment:** Allow users to increase or decrease the quantity of items in the cart.
* **Item removal:** Enable users to remove items from the cart.
* **Promo code application:** Allow users to apply promo codes for discounts.

**Acceptance Criteria:**

* Users can increase or decrease the quantity of items in the cart.
* Items can be removed from the cart.
* Promo codes are applied correctly and result in the appropriate discount.

## 3.3 Checkout Process

* **Guest checkout:** Offer the option for guest checkout without creating an account.
* **Secure payment processing:** Ensure secure payment transactions using industry-standard encryption.
* **Shipping options:** Provide various shipping methods with estimated delivery times and costs.
* **Order confirmation:** Send an email confirmation to the customer with order details and tracking information.

**Acceptance Criteria:**

* Guests can checkout without creating an account.
* Payment transactions are processed securely using industry-standard encryption.
* Shipping options are displayed with estimated delivery times and costs.
* Order confirmation emails are sent promptly with accurate details.

## 3.4 Order Tracking

* **Real-time tracking:** Integrate with shipping carriers to provide real-time tracking updates.
* **Tracking history:** Allow customers to view the tracking history of their orders.

**Acceptance Criteria:**

* Real-time tracking updates are provided for orders in progress.
* Customers can view the tracking history of their orders.

# 4. Customer Support

## 4.1 Contact Information

* **Multiple channels:** Provide contact information for email, phone, live chat, and social media.
* **FAQ section:** A comprehensive FAQ section to address common customer inquiries.

**Acceptance Criteria:**

* Contact information is clearly displayed on the website and app.
* Multiple channels for contact are available (email, phone, live chat, social media).

## 4.2 Returns and Exchanges

* **Clear policy:** Outline the return and exchange policy, including eligibility, timeframes, and procedures.
* **Return request:** Allow customers to initiate return requests online.
* **Return label generation:** Provide a convenient way for customers to generate return shipping labels.

**Acceptance Criteria:**

* The return and exchange policy is clearly outlined.
* Customers can initiate return requests online.
* Return shipping labels can be generated conveniently.

# 5. Marketing and Promotions

## 5.1 Newsletter Subscriptions

* **Signup form:** A prominent signup form for collecting email addresses.
* **Personalized content:** Send targeted newsletters based on customer preferences and purchase history.

**Acceptance Criteria:**

* The signup form for newsletter subscriptions is prominently displayed.
* Newsletters are sent regularly with relevant content and promotions.

## 5.2 Promotional Banners and Pop-ups

* **Targeted promotions:** Display relevant promotions and discounts based on user behavior.
* **Call-to-action:** Include clear calls-to-action to encourage purchases.

**Acceptance Criteria:**

* Promotional banners and pop-ups are displayed at appropriate times and locations.
* Promotions are relevant to the user's interests and purchase history.

## 5.3 Loyalty Programs

* **Points system:** Implement a points system for rewards and discounts.
* **Tiered benefits:** Offer different levels of rewards based on customer loyalty.

**Acceptance Criteria:**

* Customers earn points for purchases and can redeem them for rewards.
* Reward tiers are clearly defined with corresponding benefits.

## 5.4 Social Media Integration

* **Share buttons:** Allow customers to share products on social media.
* **Social login:** Enable users to sign up or log in using their social media accounts.

**Acceptance Criteria:**

* Share buttons are prominently placed on product pages.
* Users can sign up or log in using their social media accounts.

# 6. Technical Requirements

## 6.1 Platform

* **E-commerce platform:** Use a suitable e-commerce platform (e.g., Shopify, WooCommerce, Magento) that meets the project requirements.
* **Mobile app development:** Consider developing a native mobile app for iOS and Android platforms.

**Acceptance Criteria:**

* The chosen e-commerce platform meets the project requirements in terms of features, scalability, and cost.

## 6.2 Hosting

* **Reliable hosting:** Choose a hosting provider with sufficient resources to handle website traffic and data.
* **Security:** Implement robust security measures to protect customer data and prevent fraud.

**Acceptance Criteria:**

* The hosting provider has sufficient resources to handle website traffic and data.
* Security measures are in place to protect customer data.

## 6.3 Performance

* **Optimization:** Optimize the website and app for speed and responsiveness.
* **Caching:** Implement caching mechanisms to improve page load times.

**Acceptance Criteria:**

* Page load times are optimized for a fast and responsive experience.
* The website and app function smoothly under various load conditions.

## 6.4 Scalability

* **Infrastructure:** Ensure the infrastructure can handle increasing traffic and growth.

**Acceptance Criteria:**

* The platform can handle increasing traffic and growth as the business expands.

# 7. Accessibility

* **WCAG compliance:** Adhere to Web Content Accessibility Guidelines (WCAG) to accommodate users with disabilities.
* **Accessibility features:** Implement features such as screen reader compatibility, keyboard navigation, and high-contrast options.

**Acceptance Criteria:**

* The website and app comply with WCAG guidelines for accessibility.
* Users with disabilities can access and use all features.

# 8. Integration

* **Payment gateways:** Integrate with popular payment gateways (e.g., Stripe, PayPal, Authorize.Net).
* **Shipping carriers:** Integrate with shipping carriers for real-time tracking and label generation.
* **Social media platforms:** Integrate with social media platforms (e.g., Facebook, Instagram).

**Acceptance Criteria:**

* Payment gateways are integrated seamlessly for secure transactions.
* Shipping carriers are integrated for real-time tracking and label generation.
* Social media platforms are integrated for sharing and engagement.

# 9. Testing

* **Functional testing:** Verify that all features and functionalities work as expected.
* **Usability testing:** Conduct user testing to ensure a positive user experience.
* **Performance testing:** Test the website and app under various load conditions.
* **Security testing:** Conduct security testing to identify vulnerabilities and ensure data protection.

**Acceptance Criteria:**

* All features and functionalities are tested and verified to work as expected.
* The website and app are tested on various devices and browsers.
* Performance testing is conducted to ensure optimal speed and responsiveness.
* Security testing is conducted to identify and address vulnerabilities.

# 10. Maintenance and Support

* **Ongoing updates:** Regularly update the platform with new features, security patches, and performance improvements.
* **Customer support:** Provide timely and effective customer support through various channels.
* **Monitoring:** Monitor the website and app performance to identify and address issues.

**Acceptance Criteria:**

* Regular updates and maintenance are performed to ensure the platform's functionality and security.
* Customer support is provided promptly and effectively.
* Performance monitoring is in place to identify and address issues.