

Business Requirement Document (BRD)

Project Title: Feature Enhancement & Social Media Growth.

Company: KHELGURUS (Rummy Gaming Platform).

Version: 1.0

Date: 15-April-2023

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1. Document Control:

Version	Date	Author	Reviewed By	Approved By
1.0	15-April-2025	Sudharshan V	Guru Prasad	----

2. Executive Summary:

The project focuses on enhancing the **Khelguru Rummy** Gaming by implementing new features designed to improve player engagement and overall gameplay experience. Additionally, the project includes developing and executing social media and marketing strategies that effectively reach our target audience. All promotional content will be designed to convey a positive, responsible, and engaging message to players, helping to strengthen brand presence and increase user retention.

3. Business Objectives:

Objective ID	Objective Description	KPI / Target
OBJ-1	Launch new gaming features: Roulette, Casino Slot, and Guess the Card to increase player engagement.	Achieve 30% increase in daily active users (DAU) within 60 days of launch.
OBJ-2	Improve user retention by offering more variety and interactive gameplay.	Reduce churn rate by 15% in the next 3 months.
OBJ-3	Execute a social media marketing campaign to reach new and existing players.	Increase social media reach by 50% and achieve 20,000+ campaign interactions.
OBJ-4	Promote responsible and positive gaming message across all marketing channels.	Ensure 100% compliance with gaming guidelines and create 3+ positive messaging campaigns .

OBJ-5 OBJ-6	<p>Identify, resolve, and close bugs reported by QA and users to improve stability.</p> <p>Launch the Khelguru application successfully on the Google Play Store.</p>	<p>Achieve 95% bug resolution rate before release. No excuse app crash.</p> <p>Application published with Play Store compliance approval; achieve 5000+ downloads in first 30 days.</p>
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4. Project Scope:

4.1 In-Scope:

The project will include:

A. New Game Features

- Roulette
- Casino Slot
- Guess the Card

B. Bug Fixing

- Resolving reported bugs
- Improving app stability and performance

C. Social Media Marketing

- Creating promotional content
- Running feature-launch campaigns
- Increasing player reach and engagement

D. Play Store Launch

- Preparing Play Store listing
- Publishing the app on Google Play
- Meeting Play Store compliance requirements

(Note: Detailed information is provided in the PPT.)

4.2 Out-of-Scope:

The following are **not included** in this project:

- Launching the app on **iOS platform**
- Implementing **advertisements(In game ads)**
- Making **UI/UX redesign changes** to previous app designs

5. Stakeholders:

Role	Name	Department / Position	Responsibility
Project Owner / Partner	Guru Prasad	Partner	Initiated the project, provides direction and approvals.
Business Analyst (Author)	Sudharshan	BA Team	Requirement gathering, BRD preparation, coordination with teams.
Project Manager	Add name if available	Project Management	Oversees project execution, timeline, and resource allocation.
Development Lead	Add name if available	Engineering / Development	Implements new game features, bug fixes, and app build.
QA Lead	Add name if available	Quality Assurance	Tests new features, verifies bug fixes, ensures app stability.
Marketing Lead	Add name if available	Marketing / Social Media Team	Plans and executes the social media campaign.

Graphic / UI Team	Add if available	Creative / UI Design	Creates promotional posts, banners, and Play Store assets.
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6. Business Requirements:

BR-01: Implement New Game Features:

The system must support the development and launch of three new gaming features:

- Roulette
- Casino Slot
- Guess the Card

These features should be integrated smoothly into the existing platform and accessible to all eligible players.

BR-02: Improve Player Engagement and Retention

The new game features should enhance player interaction, increase session time, and encourage repeated gameplay.

BR-03: Resolve Reported Bugs and Improve Stability

All major and medium-level bugs identified by QA and users must be fixed to ensure a stable, lag-free gaming experience.

BR-04: Social Media Promotion for Feature Launch

A complete social media marketing strategy must be executed to promote the new features and increase brand visibility.

BR-05: Play Store Launch Compliance

The application must meet Google Play Store's compliance requirements and be successfully launched on the Play Store with:

- Store listing
- Descriptions
- Screenshots
- App icon
- AAB/APK build

BR-06: Positive and Responsible Gaming Messaging

All marketing creatives and promotions must follow responsible gaming guidelines and maintain a positive brand tone.

BR-07: Ensure Smooth User Navigation

The new game tiles (Roulette, Slot, Guess the Card) must be easily discoverable and accessible from the app's home screen.

BR-08: Performance Optimization

The application must maintain smooth performance at all times with **no excuse for crashes** during gameplay or navigation.

BR-09: Compatibility With Existing Systems

All new features should work seamlessly with the current backend system, database, and wallet mechanisms.

7. Current Process (AS-IS):

There is no existing process available for this project.

The application features, marketing activities, and Play Store launch workflows have not yet been initiated.

Only the requirement discussion and PPT documentation phase has been completed.

Status: *Not Applicable / Not Available*

8. Proposed Process (TO-BE):

The proposed processes will be defined once development planning begins.

As the project is still in the initial stage, no finalized workflow diagrams or processes are available at this time.

Status: *To Be Defined (TBD)*

Detailed TO-BE flows will be created during the design phase.

9. Data and Reporting Requirements:

1. The system must track player usage for all new features (Roulette, Casino Slot, Guess the Card).

2. Basic gameplay reports should include:

- Number of plays
 - Daily active users
 - Session time
3. The system must capture crash and bug reports for monitoring app stability.
4. Social media campaign performance data must be recorded (reach, impressions, engagements).
5. Play Store performance metrics must be tracked (downloads, ratings, crash data).

10. Functional Requirements:

FR-ID	Requirement Description	Priority	Acceptance Criteria
FR-01	Integrate new game features: Roulette, Casino Slot, Guess the Card.	High	All three features appear in the app and load successfully.
FR-02	New game features must be visible and accessible from the home screen.	High	User can navigate and open each feature without errors.
FR-03	Each new feature must run smoothly without crashes.	Critical	Gameplay runs without freezing, lag, or app crashes.
FR-04	Track and resolve bugs reported by QA and users.	High	95% of bugs closed; no critical bugs remain.
FR-05	Improve crash handling and ensure stable gameplay.	Critical	App shows no excuse for crash during gameplay.
FR-06	Support execution of social media marketing campaigns.	Medium	Marketing team can promote features using approved creatives.
FR-07	Generate Play Store-ready build (AAB/APK) following Google compliance.	High	App passes Play Store checks and is ready for publishing.
FR-08	Collect gameplay, crash, and engagement analytics.	High	System stores data for reporting; no missing logs.

FR-09	Ensure new features support existing login and wallet systems.	High	User accounts and wallets work normally in new features.
FR-10	Support sending push notifications for launches and promotions.	Medium	Notifications delivered successfully to active users.

11. Non-Functional Requirements:

NFR ID	Requirement Description	Acceptance Criteria
NFR-01	Performance: The application must load new game features quickly and run smoothly.	Features load within 3 seconds and gameplay runs without lag.
NFR-02	Stability: The app must maintain stable performance with <i>no excuse for crashes</i> .	Zero crashes during feature testing and UAT.
NFR-03	Security: User data, wallet balance, and gameplay info must remain secure.	No data leaks; secure API calls; encrypted sensitive data.
NFR-04	Compatibility: New features must support all Android devices within the supported OS range.	App works on all target devices without issues.
NFR-05	Scalability: The system must handle increased user activity after new feature launch.	System supports traffic spikes with no downtime.
NFR-06	Usability: Navigation to new features must be simple and user-friendly.	Users can access each game feature within 2 taps .
NFR-07	Maintainability: Bugs and crashes must be easy to track and fix through logs.	Logs are complete, readable, and help identify issues quickly.
NFR-08	Compliance: The app must comply with Google Play Store policies.	App passes Play Store checks with no violations.
NFR-09	Availability: New features and app services must be accessible without downtime.	Minimum 99% uptime during launch week.

12. Risks & Assumptions:

12.1 Risks:

1. **Feature delays** due to unexpected development or testing issues.
2. **Play Store rejection** if the app does not meet Google compliance rules.
3. **High bug volume** may slow down feature release timelines.
4. **Marketing delays** if creative assets or approvals are late.
5. **Server load issues** during launch if user traffic spikes.

12.2 Assumptions:

1. Development, QA, and marketing teams will be available throughout the project.
2. All required assets (designs, creatives, descriptions) will be provided on time.
3. App will meet Play Store compliance requirements.
4. Stakeholders will provide timely feedback and approvals.
5. No major changes to existing app architecture during this project.

13. Timeline / Milestones:

Phase	Task / Deliverable	Target Date
Phase 1	Requirement gathering & PPT completion	<i>Completed</i>
Phase 2	Development of new features (Roulette, Slot, Guess the Card)	Week 1 – Week 3
Phase 3	Bug fixing & stability improvements	Week 2 – Week 4
Phase 4	Internal Testing (QA)	Week 4
Phase 5	UAT (User Acceptance Testing)	Week 5

Phase 6	Social media campaign planning & creatives	Week 4 – Week 5
Phase 7	App build preparation (AAB/APK) for Play Store	Week 5
Phase 8	Play Store submission & approval process	Week 6
Phase 9	Feature launch + marketing rollout	Week 6
Phase 10	Post-launch monitoring & fixes (if needed)	Week 7

14. Process Flow (BPMN Diagram):

Below is the BPMN diagram that illustrates all the feature processes. Please click the link to view the image. [Link – KhelGurus -BPMN Image](#)

Note: For more detailed information on the feature processes, kindly refer to the attached PPT in the *PowerPoint Presentation* section.

15. PowerPoint Presentation Link:

The PowerPoint document provided below includes comprehensive information on the new features and marketing strategy for this project - [Click Here for PPT Document.](#)

