

BUSINESS REQUIREMENTS DOCUMENT (BRD) - Vetri Consultancy Service (VCS)

Digital Career Services Platform

Document Owner: Anne Archana.K, Business Analyst

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DOCUMENT CONTROL & VERSION HISTORY

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EXECUTIVE SUMMARY

Vetri Consultancy Service (VCS) aims to transform its current manual career services into a centralized, scalable **Digital Career Services Platform**. The platform will provide a two-tier service model (Free / Pro) to increase candidate reach and deliver automated, AI-assisted guidance, while preserving high-touch consultant support for complex interactions.

Problems addressed:

- Consultant capacity constrained to 10–15 candidates/week.
- 60–70% of consultant time consumed by repetitive queries.
- No after-hours support; limited traceability of candidate interactions.

Primary outcomes:

- Scale candidate handling to hundreds concurrently.
- Reduce repetitive consultant workload to free time for high-value activities.
- Create recurring revenue via Pro subscriptions and integrate VTS training into the placement journey.

Top-level approach:

- Phased implementation: Phase 1 (core features) → Phase 2 (AI enhancements, VTS integration).
- Lean, measurable KPIs to guide launch and growth.

BUSINESS OBJECTIVES & SUCCESS METRICS

Primary Objectives

- Help job-seeking candidates effectively and consistently.
- Drive Pro subscription adoption by delivering clear incremental value.
- Integrate VTS training to improve placement outcomes.

Key Success Metrics

- Pro conversion rate: 10–15% within 6 months of launch.
 - Registered users: ≥500 by end of Phase 1.
 - Chatbot resolution rate: ≥60% in Phase 1, ≥75% in Phase 2.
 - Platform uptime: ≥99.5%.
 - Candidate placement rate (Pro): 20–30% within 6 months.
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BACKGROUND & RATIONALE

VCS currently manages candidate engagement via Instagram, calls, and face-to-face counseling. This model is labor-intensive and not scalable. The platform will automate repetitive tasks, centralize candidate records, provide 24/7 guidance via an AI chatbot, and connect Pro users to VTS training. The result is improved candidate outcomes, better consultant utilization, and new recurring revenue.

SCOPE

In-Scope (Phase 1)

- User accounts (Free / Pro) and authentication (email/password; social optional later).
- Candidate profiles, resume upload (PDF/DOC/DOCX), and profile completeness indicators.
- Job search & browse, job detail pages, save/bookmark and apply workflows.
- AI chatbot with how-to guidance, context awareness, and escalation to human consultants.
- Admin/consultant dashboard: candidate management, query queue, appointment scheduling.
- Notifications: email (Free), WhatsApp (Pro).
- Basic VTS training catalog links and certificate display (Phase-1 enrollment links; Phase-2 full integration).
- Basic analytics (user counts, conversion metrics, job views).

Out-of-Scope (Phase 1; considered for future phases)

- Native mobile apps (iOS/Android)
 - Video interview platform or live streaming counseling
 - Full LMS authoring or employer/recruiter portal
 - Background verification and advanced psychometric tools
 - Payment gateway support for all international payment methods (region-specific gateways supported as available)
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USER PERSONAS

- **Priya – Fresher (Free)**

Age 21-24. Wants first job; needs free templates, basic guidance. Uses platform evenings/weekends.

- **Rajesh – Fresher (Pro)**

Age 21-24. Motivated, willing to pay. Wants AI resume optimization, company-specific interview prep, priority consultant access.

- **Meena – Early-Career (Free)**

Age 24-28. Employed, discreet job seeker. Needs after-hours access and targeted job alerts.

- **Karthik – Early-Career (Pro)**

Age 24-28. Seeking promotion / transition. Wants priority support, advanced job matching, VTS training.

FUNCTIONAL REQUIREMENTS (HIGHLIGHTS)

Each item below should map to FR IDs used by development (FR-F, FR-P, FR-A, FR-C, FR-T).

Free User Capabilities (core)

- Registration & profile creation (FR-F-001).
- Resume upload (single version, 5MB limit) and basic templates (FR-F-005, FR-F-006).
- Job search & browse with basic filters (location, experience, job type) (FR-F-003).
- View job details and apply (FR-F-004).
- Email notifications for matched jobs (batched once daily) (FR-F-010).
- AI chatbot access for how-to and general career questions (FR-F-008).
- Application tracking dashboard (FR-F-011).
- Request consultant (queued; non-priority) (FR-F-012).

Pro User Capabilities (core + premium)

- All Free features plus:
- Subscription self-management (billing view, renewals) (FR-P-002).
- AI resume optimization (analyze against job description, suggest improvements) (FR-P-003).
- Advanced job matching with match percentage scores (FR-P-004).
- WhatsApp real-time notifications for matches and consultant responses (FR-P-005).
- Company-specific interview question database via chatbot (Pro-only) (FR-P-010).

- Access to VTS training courses and certificate management (FR-P-011, FR-T-007).
- Priority consultant access with guaranteed response SLA (24 business hours) (FR-P-008).

Admin / Consultant Capabilities

- Role-based admin login and account management (FR-A-001).
- Candidate search and profile view, interaction history (FR-A-002, FR-A-003).
- Appointment scheduling and reminders (FR-A-005).
- Query queue and escalation management (FR-A-007, FR-A-008).
- Job posting, content management and analytics dashboards (FR-A-009, FR-A-015).

AI Chatbot (FR-C)

- 24/7 availability for registered users (FR-C-001).
- Provide structured how-to guidance (resume writing, interview prep) (FR-C-002).
- Recognize subscription tier and adjust content (FR-C-008).
- Escalate to consultants when complexity/confidence thresholds exceeded (FR-C-009, FR-C-010).
- Log conversations for QA and model improvement (FR-C-011).

VTS Integration (FR-T)

- Display course catalog, enrollment links, progress status, certificate display (FR-T-001 to FR-T-009).
- Certificate issuance and public verification (Phase-2 advanced feature FR-T-010).

NON-FUNCTIONAL REQUIREMENTS (KEY)

- **Performance:** 95% of pages load within 3 seconds on standard broadband / 4G. Chatbot response target: ≤ 2 seconds for 90% of queries.
- **Availability:** Platform uptime $\geq 99.5\%$ (target). Planned maintenance windows in low-usage hours
- **Security:** TLS in transit, encryption at rest for sensitive data, password hashing (bcrypt or similar), RBAC for admins/consultants.
- **Scalability:** Cloud-based horizontally scalable architecture; target support ≥ 500 concurrent users in Phase-2.
- **Usability:** Responsive UI, meeting WCAG 2.1 Level A minimum; intuitive workflows with contextual help.

USER INTERFACE REQUIREMENTS (SUMMARY)

Key screens and components:

- Registration & Login
- Candidate Dashboard (saved jobs, application status, training progress)
- Job Search & Result Cards (with match % for Pro)
- Job Details & Apply workflow
- Resume Optimizer interface (upload + analyze)
- Persistent Chatbot widget (session context, quick actions)
- Training Dashboard (enroll, progress bars, certificates)
- Admin Dashboard (metrics, query queue, job management)

Design guidelines:

- Clean, consistent navigation; primary actions prominent.
- Loading states and helpful empty states.
- Mobile-first responsive behavior.

DETAILED USE CASES

The following use cases are modeled from common candidate and admin workflows. Each use case includes preconditions, main flow, and alternate flows. These are intended to convert into test scenarios for UAT.

➤ Use Case UC-001: Free User Searches for Job and Applies

Actor: Free User (Fresher)

Goal: Find relevant job and successfully submit application.

Preconditions: User has registered and uploaded a resume. Active job listings exist.

Main Flow:

1. User logs in and navigates to Job Search.
2. User enters "Software Developer" and selects location filter "Bangalore" and experience "0-2 years".
3. System returns job cards sorted by relevance/chronology.
4. User clicks a job card for details.
5. User clicks "Apply", selects uploaded resume, and submits.
6. System confirms submission, updates application tracker, and sends confirmation email.

Alternate Flows:

1. No matches found → system suggests broadened filters or saved alerts.
2. User saves job instead of applying → job appears in Saved Jobs list.

Postconditions: Application recorded; candidate and admin can view status.

➤ **Use Case UC-002: Pro User Uses AI Resume Optimization**

Actor: Pro User

Goal: Tailor resume for a target job to increase interview chances.

Preconditions: Active Pro subscription, resume uploaded, target job identified.

Main Flow:

1. User selects "AI Resume Optimizer".
2. User uploads/selects resume and pastes or selects job description.
3. User clicks "Analyze".
4. System analyzes resume vs job description and provides score and categorized suggestions (skills, keywords, achievements).
5. User accepts suggested edits and generates optimized resume.
6. User downloads optimized PDF and saves it to document library.

Alternate Flows:

1. Low score (<50) → system prompts to request consultant review or suggests training.
2. User requests a consultant review → system creates a priority consultation ticket.

Postconditions: Optimized resume saved; usage logged for analytics.

➤ **Use Case UC-003: Pro User Accesses Company Interview Questions via Chatbot**

Actor: Pro User (Fresher preparing for interview)

Goal: Retrieve company-specific interview questions.

Preconditions: Pro subscription active; company data exists in DB.

Main Flow:

1. User opens chatbot and asks: "What interview questions does Infosys ask for Java Developer?"
2. Chatbot verifies user tier and searches company interview DB.
3. Chatbot returns categorized questions: Technical, Coding, Behavioral, HR.
4. User requests follow-up about coding problems; chatbot provides details and difficulty levels.
5. User saves the conversation for later review.

Alternate Flows:

1. Company not in DB → chatbot offers general role prep and option to escalate for consultant help.
2. Free user asks → chatbot prompts upgrade options.

Postconditions: Conversation logged; saved resources available in dashboard.

➤ **Use Case UC-004: Pro User Enrolls in VTS Training Course**

Actor: Pro User (Career-changer)

Goal: Enroll in and access VTS course materials.

Preconditions: Pro subscription active; VTS course included in catalog.

Main Flow:

1. User navigates to Training catalog and selects "Full Stack Web Development".
2. System displays course details (duration, syllabus).
3. User clicks "Enroll Now".
4. System verifies subscription and provisions access (link or SSO to VTS).
5. System sends WhatsApp confirmation (Pro) and enrollment appears in Training Dashboard.

Alternate Flows:

1. Prerequisites not met → system suggests prerequisite courses.
2. Enrollment limit reached → system queues user or suggests alternatives.

Postconditions: Enrollment synchronized; progress tracked; certificate issued on completion.

➤ **Use Case UC-005: Consultant Responds to Escalated Chatbot Query**

Actor: Career Consultant

Goal: Resolve complex candidate query escalated from chatbot.

Preconditions: Consultant logged in; escalation appears in queue.

Main Flow:

1. Consultant views escalation queue and selects a high-priority query.
2. Consultant reviews candidate profile and chatbot conversation history.
3. Consultant schedules an appointment or sends a direct message response.
4. System notifies candidate via WhatsApp (Pro) or in-app/email (Free).
5. Consultant adds private notes to candidate profile.

Alternate Flows:

1. Simple questions answered directly without scheduling.
2. Free user queries handled with standard SLA (no guaranteed priority).

Postconditions: Query status updated; activity logged.

➤ **Use Case UC-006: Admin Posts New Job Listing**

Actor: Admin

Goal: Create and publish job listing for candidates.

Preconditions: Admin logged in; job details provided.

Main Flow:

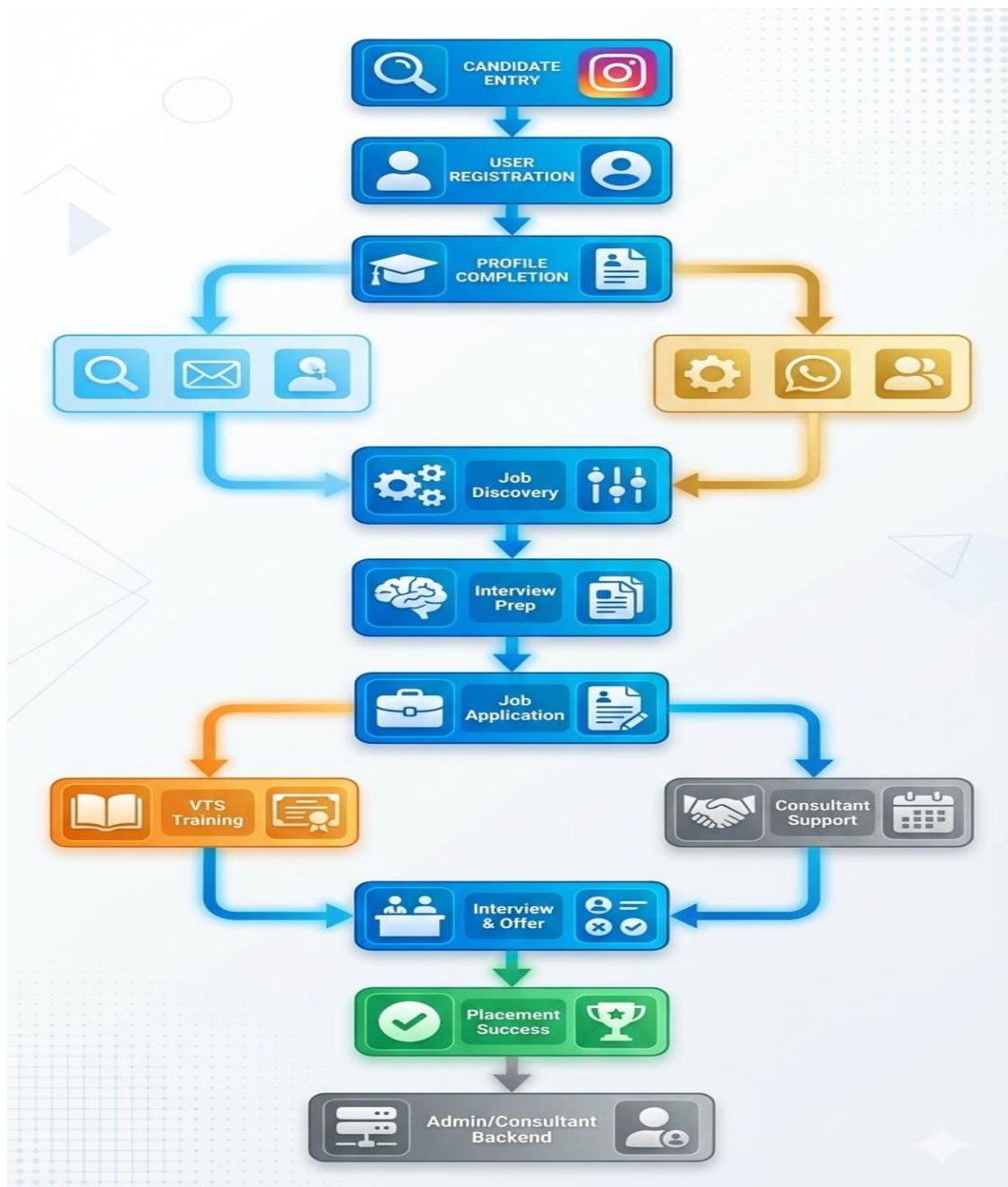
1. Admin opens Job Management and selects "Create New Job".
2. Admin fills required fields (title, company, location, experience, description).
3. Admin previews and publishes.
4. System validates fields, publishes the job, and triggers candidate matching and notifications (WhatsApp for Pro; email for Free).

Alternate Flows:

1. Admin saves as Draft if incomplete.
2. Admin schedules job for future publication.

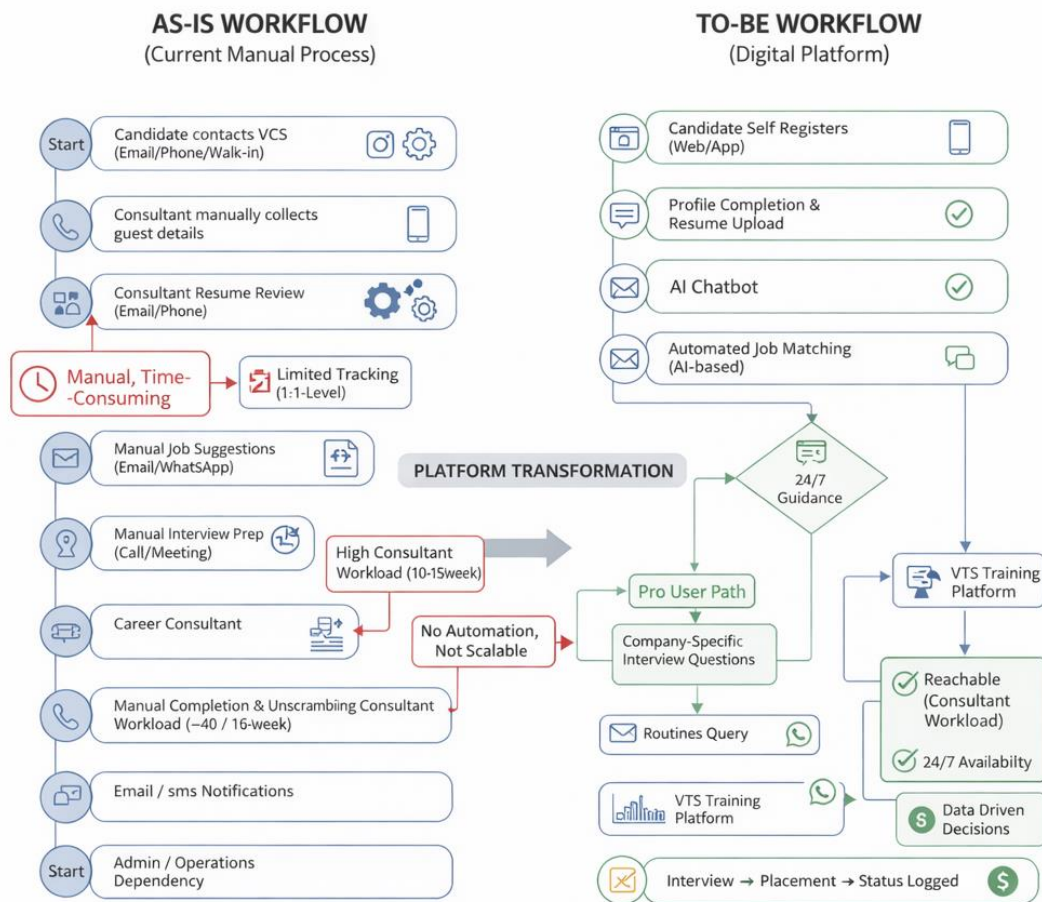
Postconditions: Job available in search; matching notifications sent.

PROCESS WORKFLOWS



Candidate Entry → Registration → Profile Completion → Job Discovery → Application → Interview Prep → Placement

Consultant Backend: Escalation queue → appointment scheduling → notes & closure → placement logging



IMPLEMENTATION ROADMAP (HIGH-LEVEL)

Phase 1 (Months 0-6) – Core Launch

- User registration & profile
- Job search & application
- AI chatbot (how-to guidance + escalation)
- Admin portal (candidate management, job posting)
- Notifications: email & WhatsApp
- Basic VTS links & certificate display

Phase 2 (Months 7-12) – Advanced Features

- AI resume optimizer
- Advanced job matching algorithm (match percentage)
- Company interview question DB

- VTS full integration (enrollment sync, certificate automation)
- Enhanced analytics and performance tuning

Phase 3 (Future, indicative)

- Mobile apps, employer portal, video interviews, advanced AI features (mock interviews)

RISK ASSESSMENT & MITIGATION (TOP RISKS)

- **Development Delays**

Mitigation: phased delivery, MVP lock, weekly sprints.

- **Low Pro Adoption**

Mitigation: free trial, compelling onboarding, A/B test pricing.

- **Chatbot Accuracy**

Mitigation: curate knowledge base, human-in-loop escalation, iterative model training.

- **WhatsApp API Costs / Policy Changes**

Mitigation: cost modelling, adjustable notification frequency, SMS/in-app fallback.

- **Scalability Failures**

Mitigation: cloud auto-scaling, caching, load testing prior to launch.

- **Security Breach**

Mitigation: encryption, audits, pen testing, access controls.

TESTING STRATEGY & UAT

- **Unit & Integration Testing** by Development
- **Functional Testing** by QA across FRs
- **Performance Testing**: load test target ≥ 500 concurrent users (Phase-2 target)
- **Security Testing**: vulnerability scans, recommended pen test prior to go-live

- **UAT:** 4-week program with consultants, selected candidate cohort (50–100 users) to validate real-world workflows and acceptance criteria
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ACCEPTANCE CRITERIA (PHASE 1 SAMPLE)

- All core Free & Pro features implemented and verified.
 - Chatbot can resolve $\geq 60\%$ of routine queries without escalation.
 - Email and WhatsApp notifications deliver successfully per rules (timing windows).
 - Registration, profile management, job search & apply workflows functional.
 - Admin dashboard shows accurate user, job, and application metrics.
 - No critical security vulnerabilities outstanding.
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NON-FUNCTIONAL (SELECTED) METRICS FOR MONITORING

- Page load: $95\% < 3s$ (standard broadband / 4G)
 - Chatbot latency: $90\% < 2s$
 - System uptime: 99.5% (monthly)
 - Error rate: $< 1\%$ of user actions (target)
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ASSUMPTIONS & CONSTRAINTS

Assumptions

- Management approves required budget and resources.
- VTS provides needed API or integration support.
- WhatsApp Business API access is available for notifications.
- Pro subscription payments supported by chosen gateway.

Constraints

- Phase-based delivery schedule (Phase 1 within 6 months target).
 - Initial release web-only; multi-language support future enhancement.
 - Payment gateway options may be region-specific.
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GOVERNANCE & RACI (SUMMARY)

- **Management:** Accountable (A) – strategy & budget approval

- **Business Analyst (Anne):** Responsible (R) – requirements, stakeholder coordination
- **Development Team:** Responsible (R) – implementation
- **QA Team:** Accountable (A) for test strategy/execution
- **Consultancy Team/ SMEs:** Consulted (C) – content, process validation
- **VTs Team:** Consulted/Responsible for training content & integration

APPROVAL & SIGN-OFF (TEMPLATE)

Name	Role	Signature	Date
[Management Representative]	Executive Sponsor		
Anne Archana.K	Business Analyst		
[Dev Lead]	Development Lead		
[QA Lead]	QA Lead		
[VTs Rep]	VTs Representative		

APPENDIX

A. Acronyms:-

BRD – Business Requirements Document

VCS – Vetri Consultancy Service

VTs – Vetri Training Services

NFR – Non-Functional Requirements

KPI – Key Performance Indicator

UAT – User Acceptance Testing

API – Application Programming Interface

SSO – Single Sign-On

RBAC – Role-Based Access Control

B. Reference Documents – previous BRD versions, technical architecture doc (to be developed), UI/UX wireframes (to be developed)