

# Business Requirements Specification (BRS)

**Document Title:** Business Requirements for ShopMaster\_360

## 2.1 Purpose

- Expand rambhai's store online with **ShopMaster\_360**, a scalable e-commerce platform to enhance reach and sales.

## 2.2 Business Requirements

1. **User Registration & Profile Management**
  - *Requirement:* Allow new users to register via email or social login and manage personal details.
  - *Business Rationale:* Account-based notifications and order tracking.
2. **Catalog Browsing & Search**
  - *Requirement:* Provide intuitive navigation, filtering, and advanced product search.
  - *Business Rationale:* Higher product discoverability leads to increased sales.
3. **Shopping Cart & Checkout**
  - *Requirement:* Store cart items, support multiple payment methods (Cards, UPI, etc.).
  - *Business Rationale:* Smooth checkout flow minimizes drop-offs.
4. **Order Management**
  - *Requirement:* Track orders status, send notifications via email/SMS.
  - *Business Rationale:* Improved customer satisfaction and reduced support overhead.
5. **User Feedback**
  - *Requirement:* Launch the MVP as quickly as possible with Feedback strategies.
  - *Business Rationale:* To gather user feedback for continuous improvement.

## 2.3 Constraints & Assumptions

- **Constraint:** Limited development time and budget for cloud infrastructure.
- **Assumptions:**
  - The app will be tested with a mock load on a local machine, assuming proper load balancing when scaled on cloud infrastructure or additional machines.
  - Payment gateway integration will be done using **Stripe or Razorpay , Paytm, or GPay**.

## 2.4 Business Acceptance Criteria

- **Core Functionality** – Users can browse, order, and complete payments via Stripe or Razorpay, Paytm, or GPay.
- **Scalability** – The system should handle peak traffic and scale efficiently on cloud deployment.
- **User Experience** – The UI must be responsive and intuitive across devices.
- **Security & Compliance** – Secure authentication and PCI-compliant payments.
- **Order Management** – Orders, tracking, cancellations, and refunds must be manageable.
- **Reliability** – Minimal downtime with proper monitoring and maintenance.