

## BUSINESS REQUIREMENTS DOCUMENT (BRD)

### PROYEK PENGEMBANGAN WEBSITE COMPANY PROFILE COFFO

#### Item Keterangan

Nama Proyek Pengembangan Website Company Profile "Coffo"

Versi Dokumen 1.0

Tanggal 15 NOVEMBER 2025

Pemilik Dokumen MUHAMMAD FIKRI NUR WAHID

Status Draft

#### 1.0 LATAR BELAKANG

Coffee shop di industri F&B; saat ini membutuhkan presence digital yang kuat untuk bersaing...

#### 2.0 TUJUAN BISNIS

OBJ-01 Meningkatkan brand awareness coffee shop sebanyak 30%...

OBJ-02 Mengurangi bounce rate di bawah 40%...

OBJ-03 Memudahkan customer mengakses informasi...

OBJ-04 Responsive di semua device...

#### 3.0 RUANG LINGKUP

In-Scope: Kustomisasi template Coffo, 6 halaman utama, Maps, form kontak, SEO, responsive, social media.

Out-of-Scope: Reservasi, E-commerce, payment, loyalty, mobile app, advanced CRM.

#### 4.0 STAKEHOLDER

Project Owner, Project Manager, UI/UX, Developer, Content Writer.

#### 5.0 BUSINESS REQUIREMENTS

FR-01 sampai FR-07...

NFR-01 sampai NFR-05...

#### 6.0 CONSTRAINTS

Budget 15jt, timeline 4 minggu, teknologi HTML/CSS/JS, tim 2 orang.

#### 7.0 ASSUMPTIONS

Content tersedia tepat waktu...

#### 8.0 RISK ASSESSMENT

Risiko: keterlambatan content, incompatibility, perubahan requirement, ekspektasi.

#### 9.0 SUCCESS METRICS

Page load <3s, mobile score 90+, bounce <40%, organic traffic +25%, submissions 10+/minggu.

#### 10.0 APPROVAL

Owner, PM, Developer