

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