

# Business Requirements Document (BRD)

Project: ATL Logistics Website

Version: 1.0

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## Project Overview:

The purpose of this project is to develop a website for ARTIMAX LOGISTICS LLP (ATL) to enhance its online presence, showcase services, and engage with a global audience. The project will follow the Agile Scrum methodology to deliver incremental value and prioritize client needs effectively.

## Project Purpose:

### 1. Online Presence and Visibility:

Establish a robust online presence for the logistics and transport business through the developed of a modern and user-friendly website. Also increase ATL's visibility on the international stage by establishing a strong online presence, showcasing its comprehensive logistics solutions.

### 2. Facilitate Customer Communication:

Provide a platform for seamless communication with customers by implementing intuitive contact options, including a contact form and visible email information.

### 3. Showcase Core Services:

Highlight the core services of shipping, freight, warehousing and supply chain management to effectively communicate the business's expertise and offerings.

#### 4. Optimize User Experience:

Prioritize user experience by ensuring mobile responsiveness, intuitive navigation, and fast loading times.

#### 5. Integrate Social Media:

Enhance online engagement by integrating social media icons and links, allowing users to easily connect with the business on various platforms.

#### 6. Provide News and Updates:

Feature a dedicated section for news and updates to keep visitors informed about the latest developments and relevant information.

#### 7. Encourage User Interaction:

Strategically place “Contact Us” call-to-action elements throughout the website to prompt visitors to initiate communication.

#### 8. Responsive Design:

Ensure the website is optimized for various devices, including mobile phones and tablets, to cater to a diverse audience.

#### 9. Hosting Online:

Host the website online using hosting services.

### Project Scope:

- *In Scope (What's covered in the Project)*

#### 1. Homepage:

Showcase core services, expertise, and a brief introduction to the company.

#### 2. Services Section:

Detailed information on international freight forwarding, warehousing, distribution, and customs clearance services.

### 3. Contact and Inquiry Forms:

User-friendly forms for general inquiries and specific forms for service inquiries.

### 4. News or Blog Section:

A dedicated space to post regular updates, industry news, and relevant content.

### 5. SEO optimization:

Implement strategies to optimize the website for search engines.

### 6. Responsive Designs:

Ensure the website is responsive and compatible with various devices.

### 7. Hosting website:

Ensure the website is up and running properly.

## • *Out of scope (What's not covered in the Project)*

### 1. Transaction Processing:

Detailed transaction processing for services like freight shipments won't be handled on the website.

### 2. Complex Data Analysis:

Advanced data analysis beyond basic website analytics is not within the scope.

### 3. Extensive Custom Software Development:

The project won't involve developing extensive custom software beyond the typical website functionalities.

### 4. Offline Services:

The website won't cover services that are entirely offline and not transacted or communicated.

## 5. Hosting and Server Management:

Ongoing hosting and server management beyond initial setup are not part of the project scope.

## 6. Warehousing and Tracking:

Embedding warehouse and tracking features on the website is not within the scope of the project.

## User Stories:

1. As a user, I want the website to be responsive on my mobile device and tablet.

- *Acceptance Criteria:*

- I. When accessing the website from a mobile device or tablet, the layout and features should adapt seamlessly.
- II. The website should provide a user-friendly experience on various screen sizes.

2. As a visitor, I want the website navigation to be intuitive for easy exploration.

- *Acceptance Criteria:*

- I. The navigation menus should be logically structured for a seamless user experience.
- II. Transitions between pages should be smooth and user-friendly.

3. As a customer, I want to be able to easily submit inquiries through the website.

- *Acceptance Criteria:*

- I. The website should include a visible contact form or email information for customer inquiries.
- II. The contact form should be user-friendly and provide confirmation upon submission.

4. As a user, I want clear and prominent “Contact Us” buttons to initiate communication.

- *Acceptance Criteria:*

- I. “Contact-Us” buttons or links should be strategically placed throughout the website.
- II. Clicking on the “Contact Us” button should lead to the contact form or relevant contact information.

5. As an owner, I want to highlight shipping, warehousing, freight and all other services on the website

- *Acceptance Criteria:*

- I. Compelling and informative content should be crafted, emphasizing all the services provided.
- II. Content should be easily updatable to reflect any changes in business focus.

6. As an owner, I want to tailor content and design to appeal to both small businesses and corporate clients.

- *Acceptance Criteria:*

- I. The website content and design should address the specific needs and concerns of small businesses and corporate clients.
- II. User analytics should reflect engagement from the target audience.

7. As an owner, I want my users to reach out through a contact form and phone.

- *Acceptance Criteria:*

- I. The website should include user-friendly contact form.
- II. Contact information, including a phone number, should be displayed prominently.

8. As an owner, I want to display the international scope of the business.

- *Acceptance Criteria:*

- I. The website should use clear language and visuals to convey the business’s global reach.

- II. A section showcasing international clients or locations may be included.
9. As a user, I want to connect with the business on social media platforms.
- *Acceptance Criteria:*
    - I. Social media icons and links should be integrated, allowing users to easily connect with the business on various platforms.
    - II. The integration should enhance the business's online presence.
10. As an owner, I want to be able to view all the messages and contact information, as well as update the information on the website.
- *Acceptance Criteria:*
    - I. An admin panel needs to be integrated to view all the messages and contact requests.
    - II. The admin panel should also be able to update the basic information on the website.

### Project Constraints:

1. Project timeline limited to [Duration of the Project not defined].
2. Development budget capped at [Budget not yet specified].

### Project Assumptions:

1. Stakeholders will provide timely feedback during the development process.
2. Necessary resources and information will be made available promptly.

### Project Risks:

1. Project could be delayed due to unforeseen technical challenges.
2. Changes in project requirements and scope may impact timeline and budget.

## Stakeholders:

1. Owner
2. Project Manager
3. Developers
4. Business Management
5. Business Clients
6. Website user (Visitors, Clients)

## Project Timeline:

The project will be conducted in iterative sprints, with each sprint lasting [Duration not yet specified]. Regular sprint reviews and retrospectives will be conducted to gather feedback and continuously improve the website.