Business Requirements Document (BRD)

Project: ATL Logistics Website

Version: 1.0

Date: 2nd January, 2024

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.

1. Facilitate Customer Communication:

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

1. Showcase Core Services:

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

1. Optimize User Experience:

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

1. Integrate Social Media:

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

1. Provide News and Updates:

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

1. Encourage User Interaction:

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

1. Responsive Design:

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

1. 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.

1. Services Section:

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

1. Contact and Inquiry Forms:

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

1. News or Blog Section:

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

1. SEO optimization:

Implement strategies to optimize the website for search engines.

1. Responsive Designs:

Ensure the website is responsive and compatible with various devices.

1. 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.

1. Complex Data Analysis:

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

1. Extensive Custom Software Development:

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

1. Offline Services:

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

1. Hosting and Server Management:

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

1. 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:*

1. When accessing the website from a mobile device or tablet, the layout and features should adapt seamlessly.
2. The website should provide a user-friendly experience on various screen sizes.
3. As a visitor, I want the website navigation to be intuitive for easy exploration.

* *Acceptance Criteria:*

1. The navigation menus should be logically structured for a seamless user experience.
2. 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:*

1. The website should include a visible contact form or email information for customer inquiries.
2. The contact form should be user-friendly and provide confirmation upon submission.
3. As a user, I want clear and prominent “Contact Us” buttons to initiate communication.

* *Acceptance Criteria:*

1. “Contact-Us” buttons or links should be strategically placed throughout the website.
2. Clicking on the “Contact Us” button should lead to the contact form or relevant contact information.
3. As an owner, I want to highlight shipping, warehousing, freight and all other services on the website

* *Acceptance Criteria:*

1. Compelling and informative content should be crafted, emphasizing all the services provided.
2. Content should be easily updatable to reflect any changes in business focus.
3. As an owner, I want to tailor content and design to appeal to both small businesses and corporate clients.

* *Acceptance Criteria:*

1. The website content and design should address the specific needs and concerns of small businesses and corporate clients.
2. User analytics should reflect engagement from the target audience.
3. As an owner, I want my users to reach out through a contact form and phone.

* *Acceptance Criteria:*

1. The website should include user-friendly contact form.
2. Contact information, including a phone number, should be displayed prominently.
3. As an owner, I want to display the international scope of the business.

* *Acceptance Criteria:*

1. The website should use clear language and visuals to convey the business’s global reach.
2. A section showcasing international clients or locations may be included.
3. As a user, I want to connect with the business on social media platforms.

* *Acceptance Criteria:*

1. Social media icons and links should be integrated, allowing users to easily connect with the business on various platforms.
2. The integration should enhance the business’s online presence.
3. As an owner, I want to be able to the view all the messages and contact information, as well as update the information on the website.

* *Acceptance Criteria:*

1. An admin panel needs to be integrated to view all the messages and contact requests.
2. The admin panel should also be able 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.