**Document 1 – Business case Document for Storenic**

**1. Why is this project initiated?**

**Storenic** is initiated to create an efficient, scalable, and user-friendly e-commerce platform that enhances online shopping experiences. The primary aim is to enable seamless product listing, secure transactions, and efficient order management while providing a competitive edge in the growing e-commerce industry.

**2. What are the current problems?**

* Lack of a dedicated online marketplace for certain niche products.
* Inefficient inventory and order management for small and medium businesses.
* Limited payment options causing friction in checkout.
* Poor customer experiences due to unoptimized UI/UX.
* Absence of data-driven decision-making tools for sellers.

**3. With this project, how many problems could be solved?**

* A comprehensive e-commerce platform will enable easy online product listing.
* Automated inventory and order tracking will reduce manual errors.
* Integration with multiple payment gateways will improve transaction success rates.
* A modern, intuitive UI/UX will enhance customer engagement and retention.
* Data analytics and reporting features will help sellers make informed business decisions.

**4. What are the resources required?**

* **Technology Stack**: Frontend (React.js), Backend (Java), Database (MySQL), Cloud hosting (AWS).
* **Human Resources**:
  1. Business Analysts
  2. Developers (Frontend, Backend, Mobile)
  3. UI/UX Designers
  4. QA Testers
  5. Project Managers
* **Financial Resources**: Estimated budget for development, marketing, and maintenance.

**5. How much organizational change is required to adopt this technology?**

* **For Business Owners**: Moderate changes in operations, including online store setup and digital marketing strategies.
* **For Customers**: Minimal change, as they only need to adapt to the new platform.
* **For Employees**: Training in new inventory and order management systems.

**6. Time frame to recover ROI?**

* Expected ROI recovery: **12-18 months** post-launch, considering revenue from:
  + Commission on product sales.
  + Subscription fees from premium sellers.
  + Advertising and promotional services for sellers.

**7. How to identify Stakeholders?**

**• Primary Stakeholders:**

* Business Owners (decision-makers and beneficiaries).
* Investors (providing financial backing and expecting returns).
* Development Team (responsible for building and maintaining the platform).

**• Secondary Stakeholders:**

* Vendors/Sellers (key users of the platform).
* Customers (end-users driving revenue).
* Logistics & Payment Partners (critical for operational success).

**• Key Methods for Identification:**

* Market Research: Analyze industry trends, customer needs, and competitor strategies.
* Stakeholder Mapping: Identify and categorize stakeholders based on their influence and interest.
* Engagement: Conduct interviews, surveys, and workshops to gather insights and build relationships.
* Feedback Loops: Establish continuous communication channels to address concerns and expectations.

**Document 2: BA Strategy for Storenic**

**1. Introduction:**

The purpose of this document is to outline the **Business Analyst (BA) Approach Strategy** for the **Storenic e-commerce project**. It defines the steps to be followed, stakeholder analysis, elicitation techniques, documentation processes, communication plans, change management, and sign-off procedures.

**2. Project Overview:**

**Project Name: Storenic - E-Commerce Platform  
Business Analyst: Mr. Kunal   
Project Sponsor: Mr. Jack  
Project Manager: Miss. Emily**

|  |  |
| --- | --- |
| **Stakeholder** | **Roles** |
| **Miss. Emily** | Project Manager |
| **Miss. Mindy** | Senior Java Developer |
| **Miss. Camille & Mr. Gabriel** | Java Developers |
| **Mr. Alfine** | Network Admin |
| **Miss. Sylvie** | Database Admin |
| **Mr. Antoine & Miss. Madeline** | Testers |
| **Mr. Kunal** | Business Analyst |
| **Mr. Jack** | Project Sponsor |
| **Miss. Rose** | Financial Head |
| **Mr. Brock** | Project Coordinator |
| **Miss. Lizzy & Mr. Bruce** | Key Stakeholders |

**3. BA Approach Strategy - Step by Step Process:**

We will be following 4 phases to go through the BA Approach Strategy -

**Phase 1: Requirement Elicitation & Stakeholder Analysis**

1. **Identify Business Needs & Objectives**
   * Conduct discussions with **Project Sponsor & Key Stakeholders**.
   * Understand business challenges, goals, and expected outcomes.
2. **Stakeholder Identification & Analysis**
   * **Create RACI Matrix (Responsible, Accountable, Consulted, Informed)** to define stakeholder roles.
   * Use **ILS (Influence, Legitimacy, and Support) Analysis** to prioritize stakeholder input.
3. **Requirement Elicitation Techniques**
   * **Stakeholder Interviews** – One-on-one discussions with project owners.
   * **Workshops & Brainstorming** – Engaging with developers & testers.
   * **Surveys & Questionnaires** – Collecting feedback from end-users.
   * **Prototyping** – Visualizing key functionalities for validation.
   * **Document Analysis** – Studying existing e-commerce solutions & competitors.

**Phase 2: Documentation & Approval Process**

1. **Key Documents to be Created**
   * **Business Case Document** – Justifies the need for the project.
   * **Business Requirement Document (BRD)** – Captures high-level business needs.
   * **Functional Specification Document (FSD)** – Outlines system features & behaviors.
   * **Requirement Traceability Matrix (RTM)** – Tracks requirements across development phases.
   * **Use Case & Process Flow Diagrams** – Visual representation of business processes.
2. **Approval Process**
   * **Document Walkthroughs** with Project Manager & Developers.
   * Key Stakeholder Review & Feedback **(Lizzy & Bruce).**
   * Final Approval from **Project Sponsor (Mr. Jack)** & **Financial Head (Miss. Rose).**
   * Sign-off through **Email, Digital Signature, or Approval Form.**

**Phase 3: Development, Testing & Change Management**

1. **Supporting Development & Testing**
   * Collaborate with **Senior Developer (Mindy) & QA Team (Antoine & Madeline)**.
   * Validate UI/UX through **Prototyping & Mockups**.
   * Conduct **Requirement Reviews with Developers** before implementation.
2. **Handling Change Requests**
   * **Change Request Submission (CRF - Change Request Form).**
   * **Impact Analysis** on cost, timeline & project scope.
   * **Stakeholder Discussion & Approval.**
   * **Development, Testing & Final Sign-Off.**

**Phase 4: UAT & Project Acceptance**

1. **User Acceptance Testing (UAT) & Final Sign-Off**
   * Prepare a **UAT Plan** outlining key test scenarios.
   * Conduct **UAT with Key Stakeholders (Lizzy & Bruce).**
   * Fix reported issues & validate changes.
   * **Obtain Final Client Sign-Off via Project Acceptance Form.**

**Client Project Acceptance Form**

|  |  |  |
| --- | --- | --- |
| **Criteria** | **Status** | **Comments** |
| Functional Requirements Met | Done |  |
| No Critical Defects Found | Done |  |
| Performance Tested & Approved | Done |  |
| Business Approval Received | Done |  |
| UAT Sign-Off Received | Pending |  |

**4. Communication & Reporting Strategy**

**Communication Channels for Internal Stakeholders:**

|  |  |  |  |
| --- | --- | --- | --- |
| **Stakeholder** | **Communication Mode** | **Frequency** | **Purpose** |
| Project Manager (Emily) | Emails, Jira, Meetings | Weekly | Project Updates & Risks |
| BA (Kunal) | Jira, Meetings | Daily | Requirement Discussions |
| Developers (Mindy, Camille, Gabriel) | Jira | Daily | Development Updates |
| Testers (Antoine, Madeline) | Jira, Reports | Weekly | Bug Reporting & Testing Updates |
| Project Sponsor (Jack) | Reports, Presentations | Monthly | Budget & Milestones |
| Key Stakeholders (Lizzy, Bruce) | Meetings, Reports | Bi-Weekly | Requirement Review & Feedback |

**Stakeholder Reporting & Project Progress Updates:**

|  |  |  |  |
| --- | --- | --- | --- |
| **Report Type** | **Frequency** | **Audience** | **Mode of Communication** |
| Weekly Status Report | Weekly | Project Team | Email, Jira |
| Sprint Review Report | Bi-Weekly | Developers, Testers | Jira, Teams |
| Financial Report | Monthly | Financial Head, Sponsor | Presentation |
| Risk & Issue Log | Monthly | Project Sponsor | Confluence |

**5. Conclusion**

This **Business Analyst Approach Strategy** ensures structured execution of the "Storenic" project, enabling seamless documentation, stakeholder alignment, and clear communication for successful project completion.

**Prepared by:** Mr. Kunal (Business Analyst)  
**Date:** 07/02/2025  
**Reviewed by:** Miss. Emily (Project Manager)  
**Approved by:** Mr. Jack (Project Sponsor)

**Document 3 - Functional Specifications Document for Storenic**

|  |  |
| --- | --- |
| Project name | Storenic |
| Customer name | Mr. Luc |
| Project Version | 1.1 |
| Project Sponsor | Mr. Jack |
| Project Manager | Miss. Emily |
| Project Initiation date | 07/02/2025 |

**Functional Requirement Specifications**

|  |  |  |  |
| --- | --- | --- | --- |
| **Req ID** | **Req Name** | **Req Description** | **Priority** |
| FR0001 | User Login | Users must be able to log in to access the platform and perform inventory operations. | High |
| FR0002 | Product Browsing | Users should be able to browse available products by category, price, and popularity. | High |
| FR0003 | Add to Cart | Users should be able to add and remove items from their cart. | High |
| FR0004 | Checkout Process | Users should be able to complete purchases with multiple payment options. | High |
| FR0005 | Order Tracking | Users should be able to track their orders post-purchase. | Medium |
| FR0006 | Admin Dashboard | Admins should be able to add, edit, and delete products. | High |
| FR0007 | Customer Support Chat | Users should have access to a real-time chat for support. | Medium |
| FR0008 | Review and Ratings | Users should be able to leave reviews and ratings on products. | Medium |
| FR0009 | Wishlist | Users should be able to save products for later purchase. | Low |
| FR0010 | Inventory Management | Admins should be able to monitor stock levels and receive alerts for low stock. | High |

**System Constraints & Assumptions**

* The platform must be accessible via web and mobile devices.
* Security protocols should be in place to protect user data.
* Scalability to handle peak traffic loads.
* Payment gateway integration must comply with industry security standards.

**Document 4- Requirement Traceability Matrix for Storenic**

Requirement Traceability Matrix (RTM) document for the **Storenic** to help track the project requirements from identification to testing and deployment.

|  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- |
| **Req ID** | **Req Name** | **Req Description** | **Design** | **D1** | **T1** | **D2** | **T2** | **UAT** |
| FR0001 | User Login | Users must be able to log in to access the platform. | Implement OAuth login | Yes | Pending | No | No | No |
| FR0002 | Product Browsing | Users can browse products by category and filters. | UI/UX wireframes ready | Yes | In Progress | No | No | No |
| FR0003 | Add to Cart | Users can add/remove items from their cart. | Add session tracking | In Progress | Pending | No | No | No |
| FR0004 | Checkout Process | Users can complete purchases with multiple payment options. | Payment gateway integration | Not Started | No | No | No | No |
| FR0005 | Order Tracking | Users can track their orders after purchase. | API for real-time tracking | Not Started | No | No | No | No |
| FR0006 | Admin Dashboard | Admins can add/edit/delete products. | Admin UI design | In Progress | Pending | No | No | No |
| FR0007 | Customer Support Chat | Users can chat with support in real-time. | Chatbot integration | Not Started | No | No | No | No |
| FR0008 | Review & Ratings | Users can leave reviews on products. | Implement rating system | Not Started | No | No | No | No |
| FR0009 | Wishlist | Users can save products for later. | Wishlist database design | Not Started | No | No | No | No |
| FR0010 | Inventory Management | Admins receive low-stock alerts. | Automated alerts setup | Not Started | No | No | No | No |

**Document 5- BRD for Storenic**

Business Reuirement Document

**2025**

Kunal Khadse

07/02/25



Contents

[1. Document Revisions 11](#_Toc454914111)

[2. Approvals 11](#_Toc454914112)

[3. RACI Chart for This Document 11](#_Toc454914113)

[Codes Used in RACI Chart 12](#_Toc454914114)

[RACI Chart 12](#_Toc454914115)

[4. Introduction 12](#_Toc454914116)

[4.1. Business Goals 12](#_Toc454914117)

[4.2. Business Objectives 12](#_Toc454914118)

[4.3. Business Rules 12](#_Toc454914119)

[4.4. Background 13](#_Toc454914120)

[4.5. Project Objective 13](#_Toc454914121)

[4.6. Project Scope 13](#_Toc454914122)

[4.6.1. In Scope Functionality 13](#_Toc454914123)

[4.6.2. Out Scope Functionality 13](#_Toc454914124)

[5. Assumptions 13](#_Toc454914125)

[6. Constraints 13](#_Toc454914126)

[7. Risks 14](#_Toc454914127)

[Technological Risks 14](#_Toc454914128)

[Skills Risks 14](#_Toc454914129)

[Business Risks 15](#_Toc454914131)

[Requirements Risks 14](#_Toc454914132)

[Other Risks 14](#_Toc454914133)

[8. Business Process Overview 14](#_Toc454914134)

[8.1. Legacy System (AS-IS) 14](#_Toc454914135)

[8.2. Proposed Recommendations (TO-BE) 14](#_Toc454914136)

[9. Business Requirements 15](#_Toc454914137)

[10. Appendices 15](#_Toc454914138)

[10.1. List of Acronyms 15](#_Toc454914139)

[10.2. Glossary of Terms 15](#_Toc454914140)

[10.3. Related Documents 15](#_Toc454914141)

**1.** **Document Revisions**

|  |  |  |
| --- | --- | --- |
| **Date** | **Version Number** | **Document Changes** |
| 07/02/2025 | 0.1 | Initial Draft |
| 15/02/2025 | 1.1 | Updated targeted dates |
|  |  |  |
|  |  |  |
|  |  |  |
|  |  |  |

1. **Approvals**

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| **Role** | **Name** | **Title** | **Signature** | **Date** |
| Project Sponsor | Mr. Jack | Executive Stakeholder |  |  |
| Business Owner | Mr. Amo | Strategic Business Lead |  |  |
| Project Manager | Miss. Emily | Delivery & Operations Manager |  |  |
| System Architect | Mr. Mario | Technical Architecture Lead |  |  |
| Development Lead | Mr. Lucky | Software Engineering Manager |  |  |
| User Experience Lead | Miss. Lucy | UX/UI Design Head |  |  |
| Quality Lead | Mr. Benoit | QA & Testing Manager |  |  |
| Content Lead | Mr. Nicolas | Content Strategy Manager |  |  |

1. **RACI Chart for This Document**

The RACI chart identifies the persons who need to be contacted whenever changes are made to this document. RACI stands for responsible, accountable, consulted, and informed. These are the main codes that appear in a RACI chart, used here to describe the roles played by team members and stakeholders in the production of the BRD. They are adapted from charts used to assign roles and responsibilities during a project.( RACI Can be made for IT side[Project stakeholder] as mentioned above, apart from that Can also Be made for Client side[Business Stakeholder]).

The following describes the full list of codes used in the table:

### **Codes Used in RACI Chart**

|  |  |
| --- | --- |
| \* Authorize document. | Has ultimate signing authority for any changes to the |
| R Responsible | Responsible for creating this document. |
| A Accountable | Accountable for accuracy of this document  (for example, the project manager) |
| S Supports  document | Provides supporting services in the production of this |
| C Consulted | Provides input (such as an interviewee). |
| I Informed | Must be informed of any changes. |

**RACI Chart**

|  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- |
| **Name** | **Position** | **\*** | **R** | **A** | **S** | **C** | **I** |
| Miss. Emily | Project Manager |  | \* | \* |  |  | \* |
| Mr. Kunal | Business Analyst |  | \* |  | \* | \* | \* |
| Miss. Mindy | Senior Developer |  |  | \* | \* |  | \* |
| Mr. Jack | Sponsor |  |  | \* |  |  | \* |

**4. Introduction**

**4.1 Business Goals**

* Develop a scalable and user-friendly e-commerce platform.
* Provide seamless online shopping experiences.
* Ensure secure transactions and user data protection.

**4.2 Business Objectives**

* Enable customers to browse and purchase products online.
* Offer multiple payment options.
* Ensure real-time order tracking and 24\*7 customer support.

**4.3 Business Rules**

* Customers must register before purchasing.
* Secure login and authentication processes are required.
* Admins can modify product details and manage inventory.

**4.4 Background**

* The current market lacks a fully optimized, user-friendly e-commerce platform tailored for small businesses and for localized business.
* Storenic aims to fill this gap by providing a robust, scalable platform with seamless inventory and order management.

**4.5 Project Objective**

* Create an end-to-end e-commerce solution with advanced UI/UX.
* Develop secure and scalable payment processing.
* Implement an AI-powered recommendation system and Chatbot.

**4.6 Project Scope**

**4.6.1 In Scope Functionality**

* User registration and authentication.
* Product catalog management.
* Shopping cart and checkout process.
* Payment gateway integration.
* Order tracking and notifications.
* Admin dashboard for product and inventory management.

**4.6.2 Out Scope Functionality**

* Physical store integration.
* Augmented reality (AR) product previews.

**5. Assumptions**

* Users will have internet access to use the platform.
* Payment gateways will comply with security standards.

**6. Constraints**

* The system must handle at least 20,000 concurrent users.
* Implementation should be completed within twelve months.

**7. Risks**

**7.1 Technological Risks**

* Potential compatibility issues with third-party APIs.

**7.2 Skills Risks**

* Lack of experienced developers proficient in required technologies.
* Insufficient training for support and maintenance teams.
* Difficulty in hiring UX/UI designers with expertise in e-commerce platforms.
* Potential delays due to dependency on specialized skills for integrations.

**7.3 Business Risks**

* Competitive pressure from existing e-commerce platforms.

**7.4 Requirements Risks**

* Scope creep leading to delays.

**7.5 Other Risks**

* Potential difficulties in handling high user traffic.
* Users may take time to adapt to the new platform.
* Issues in order fulfillment, payment processing, and logistics.

**8. Business Process Overview**

**8.1 Legacy System (AS-IS)**

* No existing platform; businesses rely on offline sales.

**8.2 Proposed Recommendations (TO-BE)**

* Develop a digital storefront with easy navigation and secure transactions.

**9. Business Requirements**

|  |  |  |  |
| --- | --- | --- | --- |
| **Req ID** | **Requirement Name** | **Description** | **Priority** |
| BR001 | User Registration | Users must register to access platform features. | High |
| BR002 | Product Search | Users must be able to search and filter products. | High |
| BR003 | Secure Checkout | Transactions must be processed securely. | High |
| BR004 | Order Tracking | Users should receive real-time tracking updates. | Medium |
| BR005 | Wishlist | Users can save products for later. | Medium |
| BR006 | Multi-Vendor Support | Platform should allow multiple vendors to list products. | High |
| BR007 | Discounts & Promotions | Users should be able to apply discounts and promotional codes. | Medium |
| BR008 | Customer Reviews | Users should be able to leave reviews and ratings for products. | Medium |

**10. Appendices**

**10.1 List of Acronyms**

* **BRD** - Business Requirements Document
* **RTM** - Requirement Traceability Matrix

**10.2 Glossary of Terms**

* **UAT:** User Acceptance Testing
* **SKU:** Stock Keeping Unit

**10.3 Related Documents**

* Requirement Traceability Matrix (RTM)
* Functional Specification Document