**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.
* Payment going into sellers account so marking up incentive and tracking sales are difficult.

**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.
* Payment will accept by Storenic and after all necessary deduction will pass on the amount to sellers.

**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** | **Requirement Name** | **Functional Requirement Description** | **Priority** |
| **FR0001** | User Login | The system shall allow users to log in using email, phone number, or third-party authentication (Google, Facebook). | **High** |
| **FR0002** | Product Browsing | The system shall allow users to browse and filter products by category, price, popularity, and new arrivals. | **High** |
| **FR0003** | Add to Cart | The system shall allow users to add, remove, and update quantities of products in their shopping cart. | **High** |
| **FR0004** | Checkout Process | The system shall provide a secure checkout process with multiple payment options (Credit/Debit Card, UPI, PayPal, COD). | **High** |
| **FR0005** | Order Tracking | The system shall allow users to track their orders with real-time status updates. | **Medium** |
| **FR0006** | Admin Dashboard | The system shall provide an admin panel where administrators can add, edit, delete, and manage products and inventory. | **High** |
| **FR0007** | Customer Support Chat | The system shall provide a real-time chat feature for users to contact customer support. | **Medium** |
| **FR0008** | Review and Ratings | The system shall allow users to submit and view product reviews and ratings after purchase. | **Medium** |
| **FR0009** | Wishlist | The system shall allow users to add products to a wish list for future purchases. | **Low** |
| **FR0010** | Inventory Management | The system shall notify admins when stock levels reach a predefined threshold. | **High** |
| **FR0011** | Multi-Vendor Support | The system shall allow multiple vendors to register and sell products on the platform. | **High** |
| **FR0012** | Discount & Coupons | The system shall allow admins to create, manage, and apply discounts or coupons. | **Medium** |
| **FR0013** | Order Cancellation & Refunds | Users shall be able to cancel orders and request refunds based on predefined policies. | **High** |
| **FR0014** | User Profile Management | Users shall be able to update personal details, addresses, and payment methods. | **High** |
| **FR0015** | Notifications | The system shall send email/SMS/app notifications for order status updates, offers, and alerts. | **Medium** |
| **FR0016** | Reports & Analytics | The system shall generate sales, order, and user engagement reports for admins. | **Medium** |
| **FR0017** | Secure Authentication | The system shall implement OTP verification and two-factor authentication for secure logins. | **High** |
| **FR0018** | Product Comparison | Users shall be able to compare multiple products based on features, price, and reviews. | **Low** |

**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** | User Registration | Users can register via email, phone, or social login. | Registration flow design | Not Started | No | No | No | No |
| **FR0003** | Password Reset | Users can reset passwords via email/OTP verification. | Implement OTP/email reset | Not Started | No | No | No | No |
| **FR0004** | Product Browsing | Users can browse products by category and filters. | UI/UX wireframes ready | Yes | In Progress | No | No | No |
| **FR0005** | Advanced Search Filters | Users can filter products by price, ratings, etc. | Advanced filter integration | Not Started | No | No | No | No |
| **FR0006** | Wishlist | Users can save products for later. | Wishlist database design | Not Started | No | No | No | No |
| **FR0007** | Add to Cart | Users can add/remove items from their cart. | Add session tracking | In Progress | Pending | No | No | No |
| **FR0008** | Checkout Process | Users can complete purchases with multiple payment options. | Payment gateway integration | Not Started | No | No | No | No |
| **FR0009** | Multi-Currency Support | Users can view prices in different currencies. | Currency conversion API | Not Started | No | No | No | No |
| **FR0010** | Multi-Language Support | Users can switch languages on the platform. | Language translation module | Not Started | No | No | No | No |
| **FR0011** | Order Tracking | Users can track their orders after purchase. | API for real-time tracking | Not Started | No | No | No | No |
| **FR0012** | Order Cancellation/Refunds | Users can request order cancellations or refunds. | Refund policy integration | Not Started | No | No | No | No |
| **FR0013** | Guest Checkout | Users can purchase without creating an account. | Guest checkout flow design | Not Started | No | No | No | No |
| **FR0014** | Coupon & Discount System | Users can apply promo codes and discounts. | Discount engine setup | Not Started | No | No | No | No |
| **FR0015** | Inventory Management | Admins receive low-stock alerts. | Automated alerts setup | Not Started | No | No | No | No |
| **FR0016** | Admin Dashboard | Admins can add/edit/delete products. | Admin UI design | In Progress | Pending | No | No | No |
| **FR0017** | Customer Support Chat | Users can chat with support in real-time. | Chatbot integration | Not Started | No | No | No | No |
| **FR0018** | Push Notifications | Mobile app notifications for order updates, deals, etc. | Notification API integration | Not Started | No | No | No | No |

**Document 5- BRD Template for Storenic**

**2025**

Kunal Khadse

07/02/25



Business Requirement Document

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**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**

* Users can **register, log in, and manage profiles** using email, phone number, or third-party authentication (Google, Facebook).
* Users can **browse products by category, price range, brand, and popularity**.
* Advanced **search functionality with filters and sorting** options to enhance product discovery.
* Users can **add, remove, and update quantities of products** in their shopping cart.
* Option to **save products in a wish list** for future purchases.
* Secure **checkout process** with multiple payment methods (Credit/Debit Cards, UPI, COD).
* Users can **place, track, and cancel orders** with real-time status updates.
* Admins can **add, edit, delete, and manage products, vendors, and users**.
* Automated **email/SMS notifications** for order updates, promotions, and alerts.

**4.6.2 Out Scope Functionality**

1. **Storenic** will be an **online-only platform** and will not support offline store inventory synchronization or in-store purchase tracking.
2. Features like **voice-based product search, AI shopping assistants, or Alexa/Google Assistant** integration will not be included.
3. There will be no recurring payment models for **subscription-based purchases** (e.g., monthly product deliveries).
4. **Cryptocurrency transactions and blockchain-based payment methods** (e.g., Bitcoin, Ethereum) will not be implemented in the initial release.
5. The platform will not include **warehouse management or direct logistics handling;** order fulfillment will depend on third-party integrations.

**5. Assumptions**

* The platform will support multiple product categories, including electronics, fashion, home essentials, etc.
* **Storenic** will primarily serve B2C customers but may expand to B2B in future phases.
* Sellers and admins will be responsible for managing inventory and updating product details.
* Users will have internet access to use the platform.
* Payment gateways will comply with security standards.
* The platform will comply with relevant **eCommerce regulations, data privacy laws, and tax policies**.

**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.
* Orders are handled manually via phone, email, or in-person, leading to inefficiencies and errors in tracking.
* Payments are mostly cash-based or through basic digital methods, lacking integration with modern payment gateways.
* Marketing relies heavily on word-of-mouth or basic social media without data-driven strategies or analytics.
* Vendor relationships are maintained manually, making inventory updates and order fulfillment bulky.



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

* Launch a feature-rich eCommerce website and mobile app, expanding reach to a broader, global audience.
* Implement automated order processing, inventory tracking, and real-time updates, reducing manual errors and improving efficiency.
* Integrate multiple secure payment gateways.
* Utilize digital marketing (SEO, social media ads) and analytics tools (Google Analytics, Power BI) for targeted campaigns and customer insights.
* Develop a vendor portal for easy inventory management, order tracking, and automated reporting, enhancing collaboration and efficiency.



**9. Business Requirements**

|  |  |  |  |
| --- | --- | --- | --- |
| **BR ID** | **Requirement Name** | **Business Requirement Description** | **Priority** |
| **BR0001** | Secure User Authentication | Users must be able to securely log in using email, phone number, or social media to access their accounts. | **High** |
| **BR0002** | Easy User Registration | Users should be able to register quickly with minimal details and an option for OTP/email verification. | **High** |
| **BR0003** | Password Recovery | Users should be able to reset their passwords via email or OTP if forgotten. | **High** |
| **BR0004** | Product Browsing & Discovery | Users should browse products easily with category filters and search functionality. | **High** |
| **BR0005** | Advanced Search Filters | Users should refine product searches using filters such as price, brand, and ratings. | **High** |
| **BR0006** | Wishlist Functionality | Users should be able to add products to a wish list for future purchases. | **Medium** |
| **BR0007** | Seamless Cart Management | Users should be able to add, remove, and modify products in their cart before purchasing. | **High** |
| **BR0008** | Smooth Checkout Process | Users should complete purchases through an intuitive checkout experience with multiple payment options. | **High** |
| **BR0009** | Multi-Currency Support | Users should view product prices in different currencies based on location. | **Medium** |
| **BR0010** | Multi-Language Support | The platform should support multiple languages for a better global reach. | **Medium** |
| **BR0011** | Real-Time Order Tracking | Customers should track their orders in real-time via the platform. | **High** |
| **BR0012** | Easy Order Cancellation/Refunds | Users should be able to cancel orders or request refunds effortlessly. | **Medium** |
| **BR0013** | Guest Checkout Option | Customers should be able to place orders without creating an account. | **High** |
| **BR0014** | Discount & Coupon Management | Users should apply promo codes or avail seasonal discounts on purchases. | **Medium** |
| **BR0015** | Inventory Alerts for Admins | Admins should receive low-stock alerts to ensure product availability. | **Medium** |
| **BR0016** | Admin Panel for Product Management | Admins should manage product listings, pricing, and inventory efficiently. | **High** |
| **BR0017** | Real-Time Customer Support Chat | Users should communicate with customer support instantly via chat. | **High** |
| **BR0018** | Push Notification System | Users should receive notifications about order updates, offers, and cart reminders. | **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