##### **Waterfall Project Part 1 - BA Implementation - Business Case, Diagrams, BRD, FS.**

# **Business Case Document**

**Project Name:** ABW Digital Marketing Services Website Development
**Methodology:** Waterfall

## **1. Why is this Project Initiated?**

ABW Digital Marketing Services requires a **professional website** to enhance its **online presence, client engagement, and internal operations**. The website will serve as both a **client-facing platform** and an **employee resource hub**, integrating **service showcases, billing, issue ticketing, and an employee login system**. This project is essential for **streamlining business operations, increasing visibility, and improving client trust**.

## **2. What are the Current Problems?**

* **Lack of Online Presence:** No official website to showcase services and attract clients.
* **Limited Client Engagement:** No centralized platform for inquiries, case studies, or service explanations.
* **Inefficient Internal Operations:** Employees lack an integrated platform for **issue reporting, billing, and secure login**.
* **Dependence on Third-Party Platforms:** Client communication and project management are scattered across different tools.
* **Missed Business Opportunities:** Lack of SEO-driven digital presence reduces potential leads and conversions.

## **3. With This Project, How Many Problems Could Be Solved?**

This project will **resolve most of the current issues** by providing:
✅ **A professional, SEO-optimized website** to enhance credibility and attract clients.
✅ **Integrated client engagement tools**, including inquiry forms and service pages.
✅ **An internal employee portal** with secure login and issue ticketing.
✅ **Automated billing & invoicing system** for better financial management.
✅ **A centralized communication hub**, reducing dependency on external tools.
✅ **Structured project execution** using the **Waterfall methodology** to ensure timely and high-quality delivery.

## **4. What Are the Resources Required?**

### **Human Resources:**

* **Business Analysts** – Define requirements and project scope.
* **UI/UX Designers** – Ensure an intuitive and engaging design.
* **Developers** – Build and integrate website functionalities.
* **QA Testers** – Validate functionality and performance.
* **Project Manager** – Oversee project execution.

### **Technical Resources:**

* **Web Development Tools:** React.js, Python (Django), Node.js, PostgreSQL/MySQL.
* **Hosting Services:** AWS, Azure, or Google Cloud.
* **Security Tools:** SSL encryption, OAuth 2.0 authentication.
* **SEO & Analytics Tools:** Google Analytics, Google Ad Manager, Campaign Manager 360

### **Budget Allocation:Total Estimated Budget:** 45,000

* **Development & Design:** 25,000
* **Hosting & Infrastructure:** 5,000
* **Testing & QA:** 5,000
* **SEO & Marketing Integration:** 3,000
* **Maintenance & Support:** 7,000

## **5. How Much Organizational Change is required to Adopt This Technology?**

* **Minimal change** for clients – The website provides a **more convenient** way to access services.
* **Moderate change** for employees – Employees will **adapt** to using the **new portal, ticketing system, and internal dashboard**.
* **Training sessions** will be conducted to **familiarize employees** with the new system.

## **6. Time Frame to Recover ROI?**

* **Projected ROI recovery:** **6–12 months** after launch.
* **Revenue generation sources:**
✅ Increased **client inquiries and service subscriptions**.
✅ Improved **operational efficiency** reduces costs.
✅ Enhanced **SEO presence** drives more **organic leads**.

## **7. How to Identify Stakeholders?**

### **Primary Stakeholders:**

* **Business Owners & Leadership** – Oversee project objectives and funding.
* **Clients & Potential Customers** – Benefit from a structured, accessible service platform.
* **Employees** – Use the portal for operations, support, and internal communication
* **Project Team (Developers, Designers, Analysts)** – Responsible for execution and delivery.

### **Secondary Stakeholders:**

**Third-Party Service Providers** – Hosting, security, and billing system integrations.
**Marketing & SEO Teams** – Ensure online visibility and lead generation.

# Q.2 BA STRATEGY

**Write BA Approach strategy (As a business analyst, what are the steps that you would need to follow to complete a project - What Elicitation Techniques to apply, how to do Stakeholder Analysis RACI/ILS, What Documents to Write, What process to follow to Sign off on the Documents, How to take Approvals from the Client, What Communication Channels to establish n implement, How to Handle Change Requests, How to update the progress of the project to the Stakeholders, How to take signoff on the UAT- Client Project Acceptance Form)**

1. **Requirements Elicitation Techniques**

To gather **clear and comprehensive requirements**, I will use the following **elicitation techniques**:

* **Stakeholder Interviews** – Conduct structured discussions with key stakeholders to identify business needs.
* **Brainstorming Sessions** – Engage teams to generate ideas and identify potential challenges.
* **Workshops & Joint Application Development (JAD) Sessions** – Collaborate with stakeholders to define **service offerings, employee portal needs, and billing system requirements**.
* **Surveys & Questionnaires** – Gather insights from employees and clients to understand feature expectations.
* **Document Analysis** – Review existing business processes and third-party integrations (billing, SEO tools, etc.).

 **2. Stakeholder Analysis (RACI/ILS Framework)**

### **RACI Matrix (Responsible, Accountable, Consulted, Informed)**

| **Task** | **Business Analyst** | **Developers** | **Project Manager** | **Client** | **QA Team** |
| --- | --- | --- | --- | --- | --- |
| Requirement Gathering | R | C | A | C | I |
| Design Review | C | R | A | C | I |
| Development | I | R | A | C | C |
| Testing & QA | I | C | A | I | R |
| UAT & Client Sign-off | C | I | A | R | C |

## **3. Business Analysis Documents to Prepare**

✅ **Business Requirement Document (BRD)** – Captures high-level business needs and objectives.
✅ **Functional Requirement Specification (FRS)** – Defines the features and functionalities of the website.
✅ **System Requirement Specification (SRS)** – Documents technical and system requirements.
✅ **Process Flow Diagrams** – Visual representation of key processes like **employee login, billing, and ticketing system**.
✅ **Use Case Documents** – Describe user interactions with the system.
✅ **Wireframes & Prototypes** – Help stakeholders visualize the website layout.
✅ **Test Case Scenarios** – Define expected results for user acceptance testing (UAT).
✅ **Change Request Document (CRD)** – To track and manage scope changes.
✅ **Client Project Acceptance Form (UAT Sign-off Document)** – Formal sign-off confirming project completion.

## **4. Document Approval & Sign-Off Process**

1. **Draft the Document** – Based on gathered requirements.
2. **Internal Review** – Share with the **Project Manager & Development Team** for feedback.
3. **Stakeholder Review** – Present to **clients and business sponsors** for validation.
4. **Revisions & Feedback Incorporation** – Modify the document based on feedback.
5. **Final Approval** – Obtain a formal **sign-off via email/document approval tools**.
6. **Baseline the Document** – Lock the document for development reference.

## **5. Client Approvals & Communication Strategy**

To ensure **effective collaboration with the client**, I will establish the following **communication channels**:

### **Approval Process:**

✅ **Regular Client Meetings** – Weekly/bi-weekly discussions for requirement validation.
✅ **Stakeholder Presentations** – Show progress at major project milestones.
✅ **Requirement Sign-Offs** – Get client approvals on BRD, FRS, and UAT documents.
✅ **Final UAT Sign-Off** – Client signs the **Project Acceptance Form** upon successful testing.

### **Communication Channels:**

* **Email Updates** – Weekly progress reports to stakeholders.
* **Project Management Tools** – Use **JIRA, or Microsoft Teams** for task tracking.
* **Instant Messaging (Slack/Teams)** – For quick updates and clarifications.
* **Client Demo Sessions** – Regular demos to showcase completed work.

## **6. Change Request Management**

Change requests (CRs) can impact timelines and budgets, so a structured **Change Control Process** will be implemented:

1. **Receive Change Request** – Log request via **Change Request Document (CRD)**.
2. **Impact Assessment** – Analyse effects on timeline, budget, and scope.
3. **Approval Process:**
	* Minor changes: Approved internally by the Project Manager.
	* Major changes: Require **client approval** and possible re-scoping.
4. **Update Requirements & Documentation** – Modify BRD/FRS accordingly.
5. **Implement Change** – Development team makes the necessary updates.
6. **Testing & Deployment** – Ensure change is successfully integrated.

## **7. Project Progress Tracking & Reporting**

**Weekly Status Reports** – Summarizing progress, roadblocks, and next steps.
**Milestone-Based Reporting** – Updates after completing each **Waterfall phase** (Design, Development, Testing, Deployment).
**Gantt Charts & Dashboards** – Visual representation of project timelines.
**Risk & Issue Logs** – Tracking potential risks and mitigation actions.

## **8. User Acceptance Testing (UAT) & Final Client Sign-Off**

Before deployment, **User Acceptance Testing (UAT)** will be conducted with the client to ensure all requirements are met.

### **UAT Process:**

✅ **Test Environment Setup** – Provide clients access to the staging environment.
✅ **Client-Led Testing** – Clients validate core functionalities (billing, login, ticketing, etc.).
✅ **Bug Reporting & Fixes** – Any issues found are logged and resolved.
✅ **Final UAT Sign-Off** – Client signs the **Project Acceptance Form**, confirming project completion. **Document 3- Functional Specifications**

### **Functional Specification Document (FSD)**

| **Project Name** | **ABW Digital Marketing Services Website Development** |
| --- | --- |
| **Customer Name** | ABW Digital Marketing Services |
| **Project Version** | 1.0 |
| **Project Sponsor** | Mr.JACK |
| **Project Manager** | MR. AFLECK |
| **Project Initiation Date** | [DD/MM/YYYY] |

### **Functional Requirement Specification (FRS)**

| **Req ID** | **Req Name** | **Req Description** | **Priority** |
| --- | --- | --- | --- |
| **FR0001** | Login | Employees should be able to log in securely using credentials to access internal resources. | High |
| **FR0002** | Service Showcase | Clients should be able to view details about Campaign Trafficking, SEO, Programmatic Ads, and other services. | High |
| **FR0003** | Client Inquiry System | Clients should be able to submit inquiries via a form and receive automated email confirmations. | High |
| **FR0004** | Billing & Payment System | Clients should be able to view invoices, make online payments, and download receipts. | High |
| **FR0005** | Issue Ticketing System | Employees should be able to raise, track, and manage tickets for IT, HR, or administrative issues. | Medium |
| **FR0006** | User Role Management | Admin should be able to assign roles (Client, Employee, Admin) with different access levels. | High |
| **FR0007** | SEO Optimization | The website should be optimized for search engines with SEO-friendly URLs, metadata, and fast loading speeds. | High |
| **FR0008** | Contact & Support | Users should be able to submit general inquiries and access live chat support. | Medium |
| **FR0009** | Performance Optimization | The website should load within 3 seconds and support 500+ concurrent users. | High |
| **FR0010** | Security & Compliance | The system should implement SSL encryption, OAuth authentication, and GDPR compliance. | High |
| **FR0011** | Mobile Responsiveness | The website should be fully functional on mobile devices. | High |
| **FR0012** | Content Management System | Admin should be able to update service descriptions, case studies, and blog posts. | Medium |
| **FR0013** | Notification System | Users should receive email notifications for inquiries, payments, and ticket updates. | Medium |

### **Requirement Traceability Matrix (RTM)**

| **Req ID** | **Req Name** | **Req Description** | **Design** | **D1** | **T1** | **D2** | **T2** | **UAT** |
| --- | --- | --- | --- | --- | --- | --- | --- | --- |
| **FR0001** | Login | Users must be able to log in to access the application. | Yes | Pending | No | Yes | Yes | Yes |
| **FR0002** | Service Showcase | Clients should be able to view detailed descriptions of services. | Yes | Yes | Yes | No | Yes | Yes |
| **FR0003** | Client Inquiry System | Clients should be able to submit inquiries and receive automated responses. | Yes | Yes | Pending | No | Yes | Yes |
| **FR0004** | Billing & Payment System | Clients should be able to view invoices and make online payments. | Yes | No | Yes | Yes | Yes | Pending |
| **FR0005** | Issue Ticketing System | Employees should be able to raise and track support tickets. | Yes | Yes | Pending | No | Yes | Yes |
| **FR0006** | User Role Management | Admin should be able to assign roles and set permissions. | Yes | Yes | No | Yes | Yes | Yes |
| **FR0007** | SEO Optimization | The website should be optimized for search engine visibility. | Yes | No | Yes | Yes | Pending | Yes |
| **FR0008** | Contact & Support | Users should be able to contact support via form or live chat. | Yes | Yes | Pending | No | Yes | Yes |
| **FR0009** | Performance Optimization | The website should load within 3 seconds and support 500+ users. | Yes | No | Yes | Yes | Yes | Pending |
| **FR0010** | Security & Compliance | The system should have SSL, OAuth, and GDPR compliance. | Yes | Yes | No | Yes | Yes | Yes |
| **FR0011** | Mobile Responsiveness | The website should be fully functional on mobile devices. | Yes | No | Yes | Yes | Pending | Yes |
| **FR0012** | Content Management System | Admin should be able to update website content dynamically. | Yes | Yes | No | Yes | Yes | Yes |
| **FR0013** | Notification System | Users should receive email notifications for inquiries, payments, and ticket updates. | Yes | Yes | Yes | No | Yes | Pending |

**Document 5- Business Requirement Document (BRD)**

| **Project Name** | **ABW Digital Marketing Services Website Development** |
| --- | --- |
| **Project ID** | ABW-WEB-001 |
| **Version ID** | 1.0 |
| **Author** | Shubham |

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### **Document Revisions**

| **Date** | **Version Number** | **Document Changes** |
| --- | --- | --- |
| 27/02/2025 | 0.1 | Initial Draft Created |
| 29/02/2025 | 0.2 | Updated Functional Requirements & Scope |
| 02/03/2025 | 0.3 | Added Stakeholder Analysis, Risks & Dependencies |
| 05/03/2025 | 0.4 | Included Requirement Traceability Matrix (RTM) |
| 07/03/2025 | 1.0 | Final Version Approved |

Approvals

|  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
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|

| **Role** | **Name** | **Title** | **Signature** | **Date** |
| --- | --- | --- | --- | --- |
| **Project Sponsor** | **ABHAY** | CEO, ABW Digital Marketing Services | \_\_\_\_\_\_\_\_\_\_\_ | 07/03/2025 |
| **Business Owner** | **RAVI** | Founder & Director | \_\_\_\_\_\_\_\_\_\_\_ | 07/03/2025 |
| **Project Manager** | **SHUBHAM** | Project Manager | \_\_\_\_\_\_\_\_\_\_\_ | 07/03/2025 |
| **System Architect** | **SARIKA** | Lead System Architect | \_\_\_\_\_\_\_\_\_\_\_ | 07/03/2025 |
| **Development Lead** | **SARVESH** | Software Development Lead | \_\_\_\_\_\_\_\_\_\_\_ | 07/03/2025 |
| **User Experience Lead** | **NIKHIL** | UX/UI Lead | \_\_\_\_\_\_\_\_\_\_\_ | 07/03/2025 |
| **Quality Lead** | **TEJAS** | QA & Testing Lead | \_\_\_\_\_\_\_\_\_\_\_ | 07/03/2025 |
| **Content Lead** | **ASHWIN** | Content & SEO Lead | \_\_\_\_\_\_\_\_\_\_\_ | 07/03/2025 |

 |

**3. 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]).**

####  **Stakeholders (Project Team)**

| **Name** | **Position** | **Authorize** | **R** | **A** | **S** | **C** | **I** |
| --- | --- | --- | --- | --- | --- | --- | --- |
| **ABHAY** | CEO, ABW Digital Marketing Services | ✅ |  | ✅ |  |  | ✅ |
| **RAVI** | Project Manager |  | ✅ | ✅ | ✅ | ✅ | ✅ |
| **SHUBHAM** | Business Analyst |  | ✅ | ✅ | ✅ | ✅ | ✅ |
| **SARIKA** | Lead System Architect |  | ✅ | ✅ | ✅ | ✅ | ✅ |
| **SARVESH** | Software Development Lead |  |  |  | ✅ | ✅ | ✅ |
| **NIKHIL** | UX/UI Lead |  |  |  | ✅ | ✅ | ✅ |
| **TEJAS** | QA & Testing Lead |  |  |  | ✅ | ✅ | ✅ |
| **ASHWIN** | Content & SEO Lead |  |  |  | ✅ | ✅ | ✅ |

#### **Business Stakeholders (Client Side)**

| **Name** | **Position** | **Authorize** | **R** | **A** | **S** | **C** | **I** |
| --- | --- | --- | --- | --- | --- | --- | --- |
| **ABHAY** | Founder & Director | ✅ |  | ✅ |  |  | ✅ |
| **ASHOK** | Digital Marketing Manager |  |  | ✅ | ✅ | ✅ | ✅ |
| **PANKAJ** | Finance Manager |  |  |  | ✅ | ✅ | ✅ |
| **[Client Representative]** | Client-side Stakeholder |  |  |  | ✅ | ✅ | ✅ |

### **Legend (RACI Codes Used in This Document)**

* **Authorize (✅)** → Has ultimate signing authority for any changes to the document.
* **R (Responsible)** → Creates and maintains this document.
* **A (Accountable)** → Ensures accuracy and final approval of the document.
* **S (Supports)** → Provides supporting services in the production of this document.
* **C (Consulted)** → Provides input or feedback during document creation.
* **I (Informed)** → Must be informed of any changes or updates.

**Introduction**

### **4.1. Business Goals**

#### **Organization Goals:**

ABW Digital Marketing Services aims to **strengthen its online presence, improve client engagement, and enhance internal operations** through the development of a **fully functional and optimized website**. The project aligns with the company’s vision to **offer seamless digital marketing services while ensuring operational efficiency for employees**.

#### **Organization Need:**

* Showcases **core services** like Campaign Trafficking, SEO, Programmatic Ads, and Social Media Marketing.
* Provides a **client inquiry system** for lead generation and service requests
* Offers an **employee portal** for secure login, resource access, and internal communication\
* Integrates a **billing & payment system** to facilitate seamless financial transactions.
* Implements an **issue ticketing system** to enhance internal support and operations.
* Optimizes for **SEO and performance**, ensuring visibility and accessibility.

### **4.2. Business Objectives**

The project aims to develop a **fully functional website** for ABW Digital Marketing Services, enhancing **client engagement and internal operations**. The key functionalities include:

* **Website Development** – A responsive, SEO-optimized platform.
* **Service Showcase** – Displaying marketing services.
* **Client Inquiry System** – Clients can request services online.
* **Employee Portal** – Secure login and internal resource access.
* **Billing & Payment System** – Invoicing and online transactions.
* **Issue Ticketing System** – Employees can raise support requests.
* **SEO & Performance Optimization** – Ensuring visibility and fast loading.
* **Mobile Compatibility** – Fully functional on all devices.
* **Mobile App (Future Scope)** – Android & iOS app for clients and employees.

### **4.3. Business Rules**

#### **1. User Access & Security**

* All **employees must log in** using their assigned credentials to access internal resources.
* Clients can only access **public-facing services and their billing information**.
* **Two-factor authentication (2FA)** will be required for admin and finance-related access.
* **Data encryption and GDPR compliance** must be maintained for all user data.

#### **2. Service Requests & Client Interactions**

* Clients must fill out the **inquiry form** to request services.
* All service requests should be **acknowledged within 24 hours**.
* Payments must be processed **before campaign execution**, except for approved long-term clients.

#### **3. Billing & Payments**

* Invoices will be generated **automatically through the billing system**.
* Payment gateways must comply with **PCI-DSS security standards**.
* Late payments beyond **30 days** will incur a **penalty fee as per company policy**.

#### **4. Employee Portal & Ticketing System**

* Employees must use the **ticketing system** to raise IT, HR, or administrative requests.
* Tickets must be **responded to within 48 hours** by the relevant department.
* Internal resources (e.g., training materials) will be **accessible based on user roles**.

#### **5. Website Content & SEO Policies**

* All published content must comply with **SEO best practices** and company branding guidelines.
* No unauthorized modifications to service pages are allowed without **managerial approval**.
* Blogs, case studies, and testimonials must be **reviewed and approved by the marketing team** before publication.

#### **6. Compliance & Legal Regulations**

* The website must adhere to **GDPR, CCPA, and data protection laws**.
* User activity logs must be stored for **audit and security purposes**.
* Any **third-party integrations** (e.g., payment gateways, analytics tools) must comply with **privacy policies and industry standards**.

### **4.4. Background**

ABW Digital Marketing Services faced challenges such as **limited online visibility, inefficient client engagement, manual billing, and lack of internal communication tools**. To overcome these, the company initiated this project to develop a **centralized, SEO-optimized website** with:

* **A structured client inquiry system** for seamless service requests.
* **Automated billing & payment integration** to improve financial processes.
* **An employee portal** for resource access and internal communication.
* **An issue ticketing system** to enhance operational efficiency.

### **4.5. Project Objective**

The objective of this project is to develop a **fully functional, SEO-optimized website** for ABW Digital Marketing Services that enhances **client engagement and internal operations** while aligning with business goals.

#### **Key Objectives:**

* **Enhance Online Presence:** Develop a professional website to improve brand visibility and attract potential clients.
* **Streamline Client Engagement:** Implement a **client inquiry system** for seamless service requests and automated responses.
* **Improve Financial Processes:** Integrate an **automated billing & payment system** to manage invoices and transactions efficiently.
* **Support Employee Operations:** Develop a **secure employee portal** for internal resources, training, and work management.
* **Increase Operational Efficiency:** Introduce an **issue ticketing system** for employees to raise and track support requests.
* **Optimize for Performance & Security:** Ensure **fast loading speeds, mobile compatibility, and data security compliance (GDPR, CCPA)**.

#### **System Interactions:**

* **Payment Gateways (Stripe, PayPal, Razorpay)** – To enable secure online transactions.
* **Email & Notification System (SMTP, Twilio)** – For automated inquiry responses and ticket updates.
* **SEO & Analytics (Google Analytics, SEMrush)** – To monitor website performance and optimize content.

### **4.6. Project Scope**

The **ABW Digital Marketing Services Website Development** project will focus on building a **fully functional, SEO-optimized website** to enhance **client engagement and internal operations**. The key components of this project include:

### **4.6.1. In Scope Functionality**

The following functionalities will be developed as part of this project:

* **Website Development** – A fully responsive and SEO-optimized website.
* **Service Showcase** – Dedicated pages to display digital marketing services.
* **Client Inquiry System** – Online form for clients to request services and receive automated responses.
* **Employee Portal** – Secure login for employees to access internal resources, training materials, and announcements.
* **Billing & Payment System** – Online invoicing, payment processing, and integration with payment gateways.
* **Issue Ticketing System** – Employees can raise and track IT, HR, and administrative support tickets.
* **SEO Optimization** – Implementation of best practices for improved search rankings.
* **Performance & Security Enhancements** – Fast-loading website, mobile compatibility, and GDPR/CCPA compliance.
* **Analytics & Reporting** – Integration with Google Analytics for performance tracking.

### **4.6.2. Out of Scope Functionality**

The following functionalities will **not** be included in the current phase of the project:

* **Third-party CRM & ERP integration** (e.g., Salesforce, HubSpot).
* **Advanced AI-driven chatbots or automation tools.**
* **Social media management tools within the website.**
* **Mobile app development for iOS and Android** (considered for future phases).
* **Custom API integrations beyond billing and analytics.**
* **Marketing campaign execution outside of SEO efforts.**

### **4.7. Assumptions**

* **Client engagement:** Clients will actively use the inquiry system to request services.
* **Employee adoption:** Employees will use the portal for internal communication, ticketing, and resource access.
* **Stable requirements:** No major changes will be introduced once development begins.
* **Timely approvals:** Stakeholders will provide prompt feedback and approvals to avoid project delays.
* **Third-party integrations:** Payment gateways, analytics tools, and email services will function as expected.
* **SEO effectiveness:** Optimized website structure will improve search rankings and organic traffic.
* **Infrastructure readiness:** Hosting and security systems will be available before deployment.
* **Legal compliance:** The system will comply with **GDPR, CCPA, and data security regulations**.

### **4.8. Constraints**

* **Budget Limitations:** The project budget is capped at **45,000**, restricting additional feature development.
* **Fixed Timeline:** The project must be completed within **3-4 months**, following the **Waterfall methodology**.
* **Scope Control:** Only pre-approved functionalities will be developed; new feature requests will require a change request process.
* **Third-Party Dependencies:** The project relies on **payment gateways, hosting providers, and analytics tools**, which may cause delays if integration issues arise.
* **Regulatory Compliance:** The system must adhere to **GDPR, CCPA, and PCI-DSS** security standards, which may affect implementation timelines.
* **Resource Availability:** Development is dependent on the availability of internal and external teams, including **designers, developers, and testers**.
* **Technology Limitations:** The project will use **pre-defined tech stacks** (React.js, Node.js/Python, MySQL/PostgreSQL), and changes may not be feasible within the given timeframe.

7. Risks

**In this section of the BRD, you describe risks. A risk is something that could affect the success or failure of a project. Analyze risks regularly as the project progresses. While you may not be able to avoid every risk, you can limit each risk’s impact on the project by preparing for it beforehand. For each risk, you’ll note the likelihood of its occurrence, the cost to the project if it does occur, and the strategy for handling the risk. Strategies include the following:**

** Avoid: Do something to eliminate the risk.**

** Mitigate: Do something to reduce damage if risk materializes.**

** Transfer: Pass the risk up or out to another entity.**

** Accept: Do nothing about the risk. Accept the consequences. Technological Risks**

### **7. Risks :Risk management is essential to ensure the successful execution of the project. The following risks have been identified, along with their likelihood, impact, and mitigation strategies.**

### **7.1. Technological Risks**

| **Risk** | **Likelihood** | **Impact** | **Strategy** |
| --- | --- | --- | --- |
| Integration issues with third-party tools (payment gateways, analytics, email services) | Medium | High | **Mitigate:** Conduct early testing and have alternative tools available. |
| Website performance issues (slow loading speed, downtime) | Low | High | **Mitigate:** Optimize code, use caching techniques, and select a reliable hosting provider. |
| Cybersecurity threats (data breaches, hacking attempts) | Medium | High | **Avoid:** Implement **SSL encryption, OAuth authentication, and security audits**. |
| Compatibility issues across different devices and browsers | Low | Medium | **Mitigate:** Perform extensive cross-browser and mobile testing. |

### **7.2. Skills Risks**

| **Risk** | **Likelihood** | **Impact** | **Strategy** |
| --- | --- | --- | --- |
| Lack of skilled developers familiar with the chosen tech stack | Low | High | **Mitigate:** Provide internal training and have backup resources. |
| Limited availability of SEO & content specialists for optimization | Medium | Medium | **Mitigate:** Outsource SEO tasks if required and document best practices for future updates. |
| Employee resistance to using the new system | Medium | Medium | **Mitigate:** Conduct **training sessions** and provide ongoing support. |

### **7.3. Political Risks**

| **Risk** | **Likelihood** | **Impact** | **Strategy** |
| --- | --- | --- | --- |
| Changes in company leadership affecting project priorities | Low | High | **Accept:** Ensure documentation is up-to-date to support leadership transitions. |
| Government regulations affecting data handling and compliance | Medium | High | **Mitigate:** Ensure full **GDPR and CCPA compliance** in development. |

### **7.4. Business Risks**

| **Risk** | **Likelihood** | **Impact** | **Strategy** |
| --- | --- | --- | --- |
| Project cancellation due to budget constraints | Low | High | **Mitigate:** Clearly define **essential vs. non-essential features** to control costs. |
| Website fails to generate expected business value | Medium | High | **Mitigate:** Implement strong **SEO, marketing, and user engagement strategies**. |
| Loss of clients due to website downtime or poor functionality | Medium | High | **Avoid:** **Rigorous testing and monitoring** before launch. |

### **7.5. Requirements Risks**

| **Risk** | **Likelihood** | **Impact** | **Strategy** |
| --- | --- | --- | --- |
| Misinterpretation of business needs during requirements gathering | Low | High | **Mitigate:** Hold multiple **stakeholder review sessions** before finalizing requirements. |
| Missing key functionalities due to unclear documentation | Medium | Medium | **Mitigate:** Conduct **requirement validation sessions** with stakeholders. |
| Scope creep due to evolving business needs | High | High | **Mitigate:** Use a **strict change request process** with approval checkpoints. |

### **7.6. Other Risks**

| **Risk** | **Likelihood** | **Impact** | **Strategy** |
| --- | --- | --- | --- |
| Delays in project execution due to slow stakeholder approvals | Medium | High | **Mitigate:** Define **strict approval timelines and escalation procedures**. |
| Unexpected downtime from hosting provider | Low | High | **Transfer:** Use a **reliable cloud hosting provider (AWS, Azure, Google Cloud)** with backup solutions. |

### **8. Business Process Overview**

This section outlines the overall **business process flow**, comparing the **current manual system (AS-IS)** with the **proposed automated system (TO-BE)** to highlight efficiency improvements.

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

### **Current Process Challenges:**

ABW Digital Marketing Services currently operates without a **centralized system**, leading to inefficiencies in client engagement, billing, employee management, and issue resolution. The primary challenges include:

* **No dedicated website** – Clients rely on social media or referrals to discover services.
* **Manual inquiry management** – Clients email or call, requiring manual tracking.
* **Employee resource limitations** – No internal portal for employee access to company materials.
* **Billing inefficiencies** – Invoices are manually created and emailed.
* **Support request bottlenecks** – Employees submit issues via email, causing delays.

### **Legacy System Process Flow Diagram (AS-IS)**

* **Time-consuming manual tasks** leading to operational delays.
* **High dependency on emails and spreadsheets** without automation.
* **No structured process for client interactions** or internal operations.
* **Lack of centralized reporting, billing, and employee resource management.**

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

### **Recommended Solution:**

To improve efficiency, the **proposed system (TO-BE)** will introduce a **centralized, automated website** integrating:

* **A structured client inquiry system** – Clients can submit requests via an online form, automatically logged in a database.
* **An employee portal** – Employees can log in to access internal resources, announcements, and project documents.
* **An automated billing system** – Clients can view invoices, make payments online, and receive automated confirmations.
* **An issue ticketing system** – Employees can raise support tickets, track progress, and get real-time updates.
* **SEO & Analytics integration** – Ensuring better online visibility and business performance tracking.

### **Proposed System Process Flow Diagram (TO-BE)**



✅ **Benefits of the New System:**

* **Faster client service interactions** through automated inquiry handling.
* **Streamlined employee operations** with a dedicated portal and ticketing system.
* **Efficient financial processes** with automated billing and online payments.
* **Data-driven decision-making** with real-time analytics and reporting.
* **Better customer engagement** with a fully optimized and user-friendly website.

### **9. Business Requirements**

This section outlines the **specific business requirements** gathered from stakeholders, categorized by **priority** and **functionality** to ensure clarity and easy tracking. These requirements form the foundation for the **design, development, and implementation** of the new website for ABW Digital Marketing Services.

### **S9.1 Business Requirement Categories**

| **Category** | **Description** | **Priority** | **Reference Material** |
| --- | --- | --- | --- |
| **Client Engagement** | Implement an **online inquiry system** for seamless client requests. | High | [Use Case: Client Inquiry System] |
| **Service Showcase** | Display all marketing services with detailed descriptions and case studies. | High | [Service Pages Documentation] |
| **Billing & Payments** | Enable online invoicing and payment processing via integrated gateways. | High | [Payment Gateway Integration Guide] |
| **Employee Portal** | Secure login for employees to access resources, announcements, and documents. | High | [Use Case: Employee Portal] |
| **Issue Ticketing System** | Employees can raise and track support tickets for IT, HR, and admin issues. | Medium | [Use Case: Ticketing System] |
| **SEO & Analytics** | Optimize the website for **search engine ranking** and integrate analytics tools. | High | [SEO Best Practices] |
| **Security & Compliance** | Ensure **GDPR & CCPA compliance**, SSL encryption, and user authentication. | High | [Security & Compliance Documentation] |
| **Mobile Compatibility** | Ensure full **mobile responsiveness** for all devices and screen sizes. | High | [UI/UX Mobile Testing Plan] |
| **Performance Optimization** | Optimize website speed to ensure **fast loading times (<3 seconds)**. | Medium | [Performance Benchmarking Guide] |
| **Reporting & Dashboard** | Provide **real-time dashboards** for tracking client inquiries, payments, and employee requests. | Medium | [Admin Dashboard Wireframes] |

### **9.2 Functional & Non-Functional Requirements**

| **Req ID** | **Requirement Name** | **Description** | **Category** | **Priority** |
| --- | --- | --- | --- | --- |
| **FR001** | Client Inquiry System | Clients can submit service requests via an online form. | Client Engagement | High |
| **FR002** | Automated Invoice Generation | System generates invoices automatically upon order confirmation. | Billing & Payments | High |
| **FR003** | Payment Gateway Integration | Enable online payments via Stripe, PayPal, and Razorpay. | Billing & Payments | High |
| **FR004** | Employee Login & Role Management | Employees log in with role-based access. | Employee Portal | High |
| **FR005** | SEO-Friendly URLs & Meta Tags | Implement SEO best practices for better search rankings. | SEO & Analytics | High |
| **FR006** | Ticketing System for Internal Support | Employees can submit IT, HR, and admin issues online. | Issue Ticketing System | Medium |
| **FR007** | Mobile Responsiveness | Ensure the website is optimized for smartphones and tablets. | Mobile Compatibility | High |
| **FR008** | Data Encryption & Security | Implement SSL encryption and OAuth authentication. | Security & Compliance | High |
| **FR009** | Real-Time Reporting Dashboard | Admins can view client inquiries, payments, and employee tickets. | Reporting & Dashboard | Medium |
| **FR010** | Performance Optimization | Optimize for **fast page load speeds (<3 seconds)**. | Performance Optimization | Medium |

### **9.3 Requirement Traceability Matrix (RTM)**

To ensure **end-to-end tracking**, the **Requirement Traceability Matrix (RTM)** will be maintained throughout the project.

| **Req ID** | **Requirement Name** | **Design (D1/D2)** | **Testing (T1/T2)** | **UAT** |
| --- | --- | --- | --- | --- |
| FR001 | Client Inquiry System | Yes | Pending | Yes |
| FR002 | Automated Invoice Generation | Yes | Yes | Yes |
| FR003 | Payment Gateway Integration | No | Yes | Yes |
| FR004 | Employee Login & Role Management | Yes | Pending | Yes |
| FR005 | SEO-Friendly URLs & Meta Tags | No | Yes | Yes |
| FR006 | Ticketing System for Internal Support | Yes | Pending | Yes |
| FR007 | Mobile Responsiveness | Yes | No | Yes |
| FR008 | Data Encryption & Security | Yes | Yes | Pending |
| FR009 | Real-Time Reporting Dashboard | No | Yes | Yes |
| FR010 | Performance Optimization | Yes | Yes | Yes |

### **10. Appendices**

#### **10.1. List of Acronyms**

| **Acronym** | **Definition** |
| --- | --- |
| **ABW** | ABW Digital Marketing Services |
| **BRD** | Business Requirement Document |
| **RTM** | Requirement Traceability Matrix |
| **UAT** | User Acceptance Testing |
| **SEO** | Search Engine Optimization |
| **GDPR** | General Data Protection Regulation |
| **CCPA** | California Consumer Privacy Act |
| **SSL** | Secure Sockets Layer (Website Security) |
| **API** | Application Programming Interface |
| **LMS** | Learning Management System |
| **UI/UX** | User Interface / User Experience |

#### **10.2. Glossary of Terms**

| **Term** | **Definition** |
| --- | --- |
| **Client Inquiry System** | A feature allowing clients to submit service requests online. |
| **Billing & Payment System** | A module that enables clients to view invoices and process online payments. |
| **Issue Ticketing System** | An internal tool for employees to raise and track IT, HR, and administrative support requests. |
| **Employee Portal** | A secure login platform for employees to access resources, updates, and internal documents. |
| **SEO Optimization** | Techniques used to improve a website’s visibility on search engines. |
| **Performance Optimization** | Methods to improve website speed, responsiveness, and loading times. |
| **UAT (User Acceptance Testing)** | A testing phase where the client reviews the system to ensure it meets requirements. |
| **RTM (Requirement Traceability Matrix)** | A document mapping requirements to design, testing, and implementation. |
| **Waterfall Methodology** | A structured approach to project management where each phase is completed before the next begins. |

#### **10.3. Related Documents**

| **Document Name** | **Description** |
| --- | --- |
| **Business Requirement Document (BRD)** | Outlines the business needs, objectives, and project scope. |
| **Functional Specification Document (FSD)** | Details the technical and functional aspects of the website. |
| **Requirement Traceability Matrix (RTM)** | Tracks requirements from design to implementation. |
| **User Acceptance Testing Plan (UAT Plan)** | Defines the process for testing the system before launch. |
| **Security & Compliance Guidelines** | Outlines the measures taken to ensure GDPR & CCPA compliance. |
| **SEO & Performance Benchmarking Guide** | A reference document for optimizing website visibility and speed. |