Part 1/2 Evaluation

Document 1- Business case document template

Answer :

1. **Why is this project initiated?**
   The Fraazo app was initiated to address several market challenges, including:
   - Growing demand for online grocery shopping.
   - Issues in traditional grocery shopping, such as access to fresh produce, inconsistent quality, and high price fluctuations.
   - Inefficiencies in the fresh produce supply chain.
   - Consumer preference for quick and hassle-free delivery.
   - The opportunity to create a sustainable and eco-friendly farm-to-fork model.
2. **What are the current problems?**
   - **For Customers:**
     - Limited access to fresh, chemical-free produce.
     - Inconsistent quality (stale or overripe products).
     - Time-consuming grocery shopping.
     - Price fluctuations due to middlemen.
     - Lack of convenient home delivery.
   - **For Farmers:**
     - Dependency on middlemen, leading to lower earnings.
     - Spoilage and wastage due to inefficient logistics.
     - Unfair pricing, with farmers selling at low prices while retailers sell high.
     - Limited market reach, making it difficult to connect with urban buyers.
3. **With this project, how many problems could be solved?**
   The Fraazo app aims to resolve multiple issues:
   - Provides direct farm-to-consumer fresh produce.
   - Reduces dependency on middlemen, offering fair pricing to farmers.
   - Introduces hyperlocal warehousing and AI-based route optimization for faster deliveries.
   - Ensures competitive pricing and offers discounts for affordability.
   - Implements sustainable and eco-friendly practices, reducing food waste and packaging waste.
4. **What are the resources required?**
   - **People:** Project Manager, Business Analyst, Developers (Frontend & Backend), UI/UX Designers, QA Testers, Marketing, and Customer Support.
   - **Time:** 8-10 months for implementation, including requirement gathering, design, development, testing, and deployment.
   - **Budget:** ₹67 Lakhs – ₹1.1 Crore.
     - Development: ₹35L – ₹55L.
     - Marketing: ₹10L – ₹20L.
     - Operations & Logistics: ₹17L – ₹26L.
     - Third-Party Services: ₹5L – ₹9L.

- **Other Considerations:**
  - Payment gateways, logistics partners, and third-party software.
  - Market research and competitor analysis.

5. **How much organizational change is required to adopt this technology?**
   - Significant changes are required in supply chain management and logistics operations.
   - Need to establish direct partnerships with farmers.
   - Training for operational and delivery teams to ensure efficient implementation.
   - Customer education and adoption strategies to shift from traditional shopping to app-based purchases.
   - Integration of AI, cloud hosting, and real-time inventory tracking systems.
6. **Time frame to recover ROI?**
   - The exact ROI recovery period depends on customer adoption, market expansion, and operational efficiency.
   - Expected to break even within 2-3 years, considering increasing demand for online grocery services and subscription-based revenue models.
7. **How to identify stakeholders?**
   - **Primary Stakeholders:**
     - Customers (end-users who purchase groceries).
     - Farmers and suppliers (providing fresh produce).
     - Investors and business owners (financial backers).
   - **Secondary Stakeholders:**
     - Logistics partners (ensuring smooth deliveries).
     - Technology providers (app developers, payment gateway services).
     - Marketing and sales teams (user acquisition and growth strategies).
   - **Regulatory Bodies:**
     - Compliance with food safety and e-commerce regulations.

Document 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)

Answer:

Here is a **BA Approach Strategy** based on the given requirements:

1. Steps to Complete a Project as a Business Analyst

- Understand project objectives, scope, and deliverables.
- Identify key stakeholders and their expectations.

- Gather, analyze, and document business requirements.
- Validate requirements with stakeholders.
- Work closely with developers, testers, and project managers.
- Facilitate User Acceptance Testing (UAT).
- Ensure project sign-off and closure.

2. Elicitation Techniques to Apply

- **Interviews:** One-on-one discussions with stakeholders.
- **Surveys & Questionnaires:** Collect insights from a broad audience.
- **Workshops & Brainstorming:** Group sessions to generate ideas.
- **Document Analysis:** Reviewing existing documentation and reports.
- **Prototyping:** Developing wireframes or mockups.
- **Observation (Job Shadowing):** Watching end-users perform tasks.
- **Focus Groups:** Discussions with selected user groups.

3. Stakeholder Analysis - RACI & ILS

- **RACI Matrix (Responsible, Accountable, Consulted, Informed):**
    - Defines stakeholder roles in decision-making.
- **ILS (Influence, Level of Interest, Support):**
    - Identifies key players and their impact on the project.

4. Key Documents to Write

- **Business Requirements Document (BRD):** A **Business Requirements Document (BRD)** is a formal document that outlines the business objectives, stakeholder needs, and high-level requirements for a project.
- **Software Requirements Specification (SRS):** A **Software Requirements Specification (SRS)** is a document that describes the functional and non-functional requirements of a software system.
- **Functional Specification Document (FSD):** A **Functional Specification Document (FSD)** outlines the features, behaviors, and interactions of a software system in detail.
- **Use Case Documents:** A **Use Case Document** describes how users interact with a system to achieve a specific goal.
- **Process Flows & Diagrams: Process Flows & Diagrams** visually represent the sequence of activities, decisions, and interactions within a system or business process.
- **Gap Analysis Document:** A **Gap Analysis Document** identifies the difference between the current state and the desired future state of a system, process, or business function.
- **Change Request Document:** A **Change Request Document (CRD)** is used to formally propose and track changes to a project's scope, requirements, budget, timeline, or resources.

- **Test Case Document (For UAT):** A **Test Case Document** outlines the test scenarios, conditions, inputs, and expected outcomes used to verify that a software application meets its requirements.
- **Project Closure Report:** A **Project Closure Report** is a formal document that marks the completion of a project.

5. Process to Follow for Document Sign-Off

- Draft and review documents internally.
- Share with stakeholders for feedback.
- Address comments and finalize the document.
- Obtain formal approval via email or digital signature.
- Store signed-off documents in a central repository.

6. Approvals from the Client

- Conduct requirement review meetings.
- Share finalized documents with clients.
- Receive feedback and incorporate changes.
- Obtain written or digital approval.

7. Communication Channels to Establish

- **Emails & Newsletters:** For formal updates.
- **Project Management Tools (JIRA):** Task tracking.
- **Slack/MS Teams:** Real-time discussions.
- **Meetings & Stand-ups:** Weekly progress updates.
- **Stakeholder Reports:** Monthly/quarterly reviews.

8. Handling Change Requests

- Document the change request.
- Assess the impact (cost, time, scope).
- Get approval from stakeholders.
- Implement changes after review.
- Update all related documents.

9. Updating Project Progress to Stakeholders

- Regular status reports (weekly/monthly).
- Dashboard updates in project management tools.
- Stakeholder meetings to discuss milestones.
- Risk assessments and mitigation updates.

10. UAT Sign-Off & Client Project Acceptance Form

- Conduct UAT sessions with end-users.
- Collect and resolve feedback.
- Ensure all test cases are passed.
- Obtain final client approval via the **Client Project Acceptance Form**.
- Formally close the project.

Document 3- Functional Specifications

Answer: A **Functional Specification Document (FSD)** defines how a system, software, or application should function. It describes the features, behavior, and interactions of the system to ensure that developers, testers, and stakeholders understand the functional requirements.

Project Details Document

Project Name: Fraazo Application
Customer Name: Freshvnf Ideas Pvt Ltd
Project Version: 1.0
Project Sponsor: Sahyadri Farms
Project Manager: Rajesh Sharma
Project Initiation Date: 06/02/2025

Req ID	Req Name	Req Description	Priority
FR0001	Login	User should be able to log in to the application to do place the order.	10
FR0002	Product Search	Users should be able to search for products using keywords and filters.	9
FR0003	Order Placement	Users should be able to add products to the cart and place orders securely.	10
FR0004	Payment Gateway	The app should support multiple payment options (UPI, cards, wallets, COD).	10
FR0005	Order Tracking	Users should be able to track the status of their orders in real-time.	8
FR0006	Customer Support	Users should be able to contact customer support via chat or call.	7
FR0007	Add to cart	Users should be able to add items to their wishlist for future purchases.	7
FR0008	Subscription Model	Users should be able to subscribe for regular deliveries of selected products.	8
FR0009	Inventory Management	The admin should be able to update and manage inventory in real-time.	9

FR0010	Reviews & Ratings	Users should be able to give feedback, rate products, and write reviews.	6

Non-Functional Requirement Specification: A **Non-Functional Requirement Specification (NFRS)** defines the **quality attributes** of a system, such as performance, security, scalability, and usability.

Req ID	Req Name	Req Description	Priority
NFR0001	Performance	The application should load within 3 seconds.	9
NFR0002	Security	User data should be encrypted and follow security standards.	10
NFR0003	Availability	The system should have 99.9% uptime to ensure continuous service.	10
NFR0004	Scalability	The system should support up to 1 million users simultaneously.	8
NFR0005	Usability	The UI should be intuitive and easy to use for all age groups.	8
NFR0006	Compliance	The app should comply with data protection laws (e.g., GDPR, PCI DSS).	9
NFR0007	Data Backup	The system should automatically back up user data daily.	7
NFR0008	Compatibility	The application should work on Android, iOS, and web browsers.	8
NFR0009	Error Handling	The system should provide meaningful error messages and recovery options.	7
NFR0010	Localization	The app should support multiple languages based on user preference.	6

Document 4- Requirement Traceability Matrix

Answer: A **Requirement Traceability Matrix (RTM)** is a document that links **requirements** to their corresponding **test cases** to ensure that every requirement is properly tested. It helps track whether all project needs are met and nothing is missed.

Functional requirements:

Req ID	Req Name	Req Description	Design	D1	T1	D2	T2	UAT
FR0001	Login	User must be able to log in to access the application.	Yes	Pending	No	No	No	No

FR0002	Product Search	Users should be able to search for products using filters.	Yes	Yes	No	Yes	Yes	No
FR0003	Order Placement	Users should be able to add products to the cart and place orders securely.	Yes	Yes	Yes	Yes	Yes	YES
FR0004	Payment Gateway	The app should support multiple payment methods.	Yes	No	No	Yes	Yes	No
FR0005	Order Tracking	Users should be able to track orders in real-time.	Yes	Yes	Yes	Yes	Yes	YES
FR0006	Customer Support	Users should be able to contact support via chat or call.	Yes	Pending	No	No	No	No
FR0007	Wishlist	Users should be able to save items for future purchase.	Yes	No	No	Yes	Yes	No
FR0008	Subscription Model	Users should be able to subscribe for regular deliveries.	Yes	Yes	Yes	Yes	No	YES
FR0009	Inventory Management	Admin should be able to manage inventory in real time.	Yes	No	No	Yes	Yes	No
FR0010	Reviews & Ratings	Users should be able to rate and review products.	Yes	Pending	Yes	Yes	Yes	No

Non functional requirement:

Req ID	Req Name	Req Description	Design	D1	T1	D2	T2	UAT
NFR0001	Performance	The app should load within 3 seconds.	Yes	Yes	Yes	Yes	Yes	Yes
NFR0002	Security	User data should be encrypted for protection.	Yes	Pending	No	Yes	Yes	No
NFR0003	Availability	The system should have 99.9% uptime.	Yes	Yes	Yes	Yes	Yes	YES

NFR0004	Scalability	The system should support up to 1 million users.	Yes	No	No	Yes	Yes	No
NFR0005	Usability	The UI should be intuitive and user-friendly.	Yes	Yes	Yes	Yes	Yes	YES
NFR0006	Compliance	The app must comply with data protection laws.	Yes	Pending	No	Yes	Yes	No
NFR0007	Data Backup	The system should automatically back up user data.	Yes	No	No	Yes	Yes	No
NFR0008	Compatibility	The app should work on Android, iOS, and web.	Yes	Yes	Yes	Yes	No	YES
NFR0009	Error Handling	The app should display meaningful error messages.	Yes	Pending	Yes	Yes	Yes	No
NFR0010	Localization	The app should support multiple languages.	Yes	No	No	Yes	Yes	No

Document 5- BRD Template:

Answer: A **Business Requirements Document (BRD)** is a formal document that outlines the **business needs, objectives, and requirements** for a project. It serves as a foundation for project development, ensuring all stakeholders have a clear understanding of what needs to be achieved.

Project Details

- **Project Name**: Fraazo Application
- **Project ID**: FRAA2025
- **Version ID**: 1.0
- **Author**: Manisha Tilekar
- **Date**: 08/03/2025

1. Document Revisions:

Date	Version Number	Document Changes
05/02/2025	0.1	Initial Draft
10/02/2025	0.2	Updated Business Objectives

15/02/2025	0.3	Added Functional and Non-Functional Requirements
20/02/2025	0.4	Revised Scope and Risks Section
25/02/2025	1	Final Version Approval
01/03/2025	1.1	Incorporated Stakeholder Feedback
05/03/2025	1.2	Added Process Flow Diagram for Order Management
10/03/2025	1.3	Updated Payment Gateway Integration Details
15/03/2025	1.4	Enhanced Security & Compliance Requirements
20/03/2025	1.5	Revised Performance Optimization Strategies

2. Approvals:

Role	Name	Title	Signature	Date
Project Sponsor	Sahyadri Farms	Chief Executive Officer		08/03/2025
Business Owner	Manisha Tilekar	Business Analyst		08/03/2025
Project Manager	Rajesh Sharma	Senior Project Manager		08/03/2025
System Architect	Amit Verma	Lead System Architect		08/03/2025
Development Lead	Priya Deshmukh	Software Development Lead		08/03/2025
User Experience Lead	Neha Agarwal	UX/UI Designer		08/03/2025
Quality Lead	Ramesh Iyer	Quality Assurance Lead		08/03/2025
Content Lead	Sneha Nair	Content Strategist		08/03/2025

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

Name	Position	R	A	C	I
Manisha Tilekar	Business Analyst	X	X		
Rajesh Sharma	Senior Project Manager	X	X	X	X
Amit Verma	Lead System Architect	X			X
Priya Deshmukh	Software Development Lead	X			
Neha Agarwal	UX/UI Designer	X		X	
Ramesh Iyer	Quality Assurance Lead	X			X
Sneha Nair	Content Strategist			X	

4. Introduction

4.1 Business Goals:

Fraazo aims to revolutionize the fresh farm produce market by providing an online platform that ensures fresh, high-quality, and affordable produce is delivered directly to consumers' doorsteps. The goal is to create a seamless, technology-driven supply chain that benefits both farmers and customers.

4.2 Business Objectives

- Develop a mobile and web-based application for ordering fresh farm produce with an intuitive user interface.
- Enable real-time inventory management with automated stock updates.
- Provide seamless and secure payment gateway integration supporting multiple payment methods.
- Implement efficient logistics and order tracking with real-time updates.
- Optimize supply chain efficiency by directly connecting farmers with consumers, minimizing wastage.
- Ensure robust customer support through chatbots and live assistance.
- Introduce personalized recommendations based on past purchase behavior.

4.3 Business Rules

- Users must be registered to place an order, ensuring security and personalization.

- Orders can only be placed within defined serviceable locations, determined by logistics feasibility.
- Payments must be completed before order dispatch, except for cash-on-delivery (COD) orders.
- Refunds and cancellations will be subject to specific terms based on order status.
- Orders once dispatched cannot be modified or canceled.
- Delivery personnel must follow a defined protocol for hygiene and handling of fresh produce.

4.4 Background

Fraazo was conceptualized to address inefficiencies in traditional vegetable and fruit supply chains. The need for a direct farm-to-home delivery model arose due to challenges such as price fluctuations, high wastage, and middlemen driving up costs. By leveraging technology, Fraazo aims to ensure fresh produce reaches customers in the shortest time while providing farmers with better profitability.

4.5 Project Objective

The objective of this project is to build a scalable, user-friendly, and highly secure online marketplace where consumers can conveniently purchase fresh farm produce. The platform will facilitate:

- A seamless shopping experience with a rich product catalog.
- Integration with third-party logistics providers for faster deliveries.
- A rewards and loyalty program to enhance customer retention.
- AI-driven recommendations and personalized shopping experiences.
- Compliance with food safety and e-commerce regulations.

4.6 Project Scope

4.6.1 In-Scope Functionality

- **User Management**: Registration, login, profile management.
- **Product Catalog**: Real-time product listings with availability updates.
- **Order Management**: Add to cart, checkout, order confirmation.
- **Payment Processing**: Integration with UPI, credit/debit cards, net banking, wallets, and COD.
- **Delivery & Logistics**: Order tracking, estimated delivery time, route optimization.
- **Customer Support**: Live chat, ticketing system, and FAQs.
- **Promotions & Discounts**: Coupon management, seasonal offers.
- **Push Notifications**: Order status updates, new arrivals, promotional alerts.
- **Analytics & Reporting**: User activity, sales reports, inventory insights.

4.6.2 Out of Scope Functionality

- **International shipping and delivery services.**
- **Wholesale bulk ordering for businesses.**
- **Custom recipe recommendations based on ingredients.**
- **Integration with third-party e-commerce platforms.**
- **AI-driven voice shopping and smart assistant integration.**

5. Assumptions:

- Users will have access to mobile devices or desktops with an active internet connection.
- Farmers and vendors will update inventory regularly to prevent order cancellations.
- Logistics partners will ensure timely and safe deliveries.
- Users will comply with the terms and conditions of service.

6. Constraints:

- Limited serviceability in the initial launch phase, restricting coverage to metro cities.
- Dependence on third-party payment and logistics providers, increasing operational risk.
- High initial investment required for platform development and marketing.
- Stringent government regulations on online food delivery and farm produce sales.

7. Risks:

Technological Risks

- **Potential server downtime** affecting order placements and processing, leading to customer dissatisfaction and revenue loss. (Mitigate: Implement auto-scaling servers and failover mechanisms.)
- **Security vulnerabilities** leading to data breaches or fraudulent transactions. (Avoid: Use encryption, multi-factor authentication, and regular security audits.)
- **Scalability issues** as demand increases beyond system capacity. (Mitigate: Design an architecture that supports horizontal scaling.)

Skills Risks

- **Shortage of skilled developers** with expertise in cloud computing, AI-based recommendations, and cybersecurity. (Mitigate: Offer competitive salaries and continuous training programs.)
- **Lack of experienced supply chain analysts** for optimizing logistics. (Transfer: Partner with third-party logistics firms that have expertise.)

Political Risks

- **Government regulations on e-commerce and online food sales** could impact business operations. (Mitigate: Ensure compliance with evolving policies and maintain strong legal support.)
- **Changes in taxation policies** affecting online transactions. (Transfer: Work with financial experts to adapt tax strategies.)

Business Risks

- **Market competition** from established grocery delivery services such as BigBasket and Blinkit. (Mitigate: Differentiate Fraazo by emphasizing fresh farm-to-home delivery and competitive pricing.)
- **Customer retention challenges** due to pricing wars and discounts from competitors. (Mitigate: Introduce loyalty programs and personalized promotions.)
- **Risk of order cancellations and refunds** leading to financial instability. (Avoid: Implement clear policies and improve customer service response time.)

Requirements Risks

- **Misalignment between business goals and system capabilities**, leading to feature gaps. (Mitigate: Use Requirement Traceability Matrix (RTM) to ensure all business objectives are mapped to technical features.)
- **Inaccurate estimation of customer demand** causing supply chain inefficiencies. (Mitigate: Utilize AI-based demand forecasting models.)

Other Risks

- **Delivery delays** due to weather conditions, logistics failures, or supplier issues. (Mitigate: Maintain buffer stock at distribution centers and establish alternative delivery routes.)
- **Consumer trust issues** related to product freshness and quality. (Avoid: Implement a robust quality control process and enable real-time customer reviews.)

8. Business Process Overview:

This section provides a high-level view of the overall business process for Fraazo, including order placement, fulfillment, and delivery mechanisms. The business process flow follows a structured approach to ensure efficiency and customer satisfaction.

8.1 Legacy System (AS-IS)

The legacy system for fresh produce ordering involved multiple manual steps, leading to inefficiencies, delays, and quality concerns. The previous system followed these steps:

1. **Customers placed orders manually** via phone calls, WhatsApp, or in-person at physical stores.
2. **Retailers sourced products** from multiple suppliers, often relying on middlemen, leading to inconsistent pricing and product quality.
3. **Manual inventory management** resulted in frequent stock shortages and overstocking issues.
4. **Order fulfillment was slow**, with no real-time tracking, leading to missed deliveries and high cancellation rates.
5. **Payments were mostly cash-based**, limiting convenience and security for both customers and sellers.
6. **Customer feedback and complaints** were handled manually, with no structured system to track and resolve issues.

This inefficient process led to poor user experiences, high operational costs, and lost revenue due to mismanagement of supply and demand.

Process flow diagram :

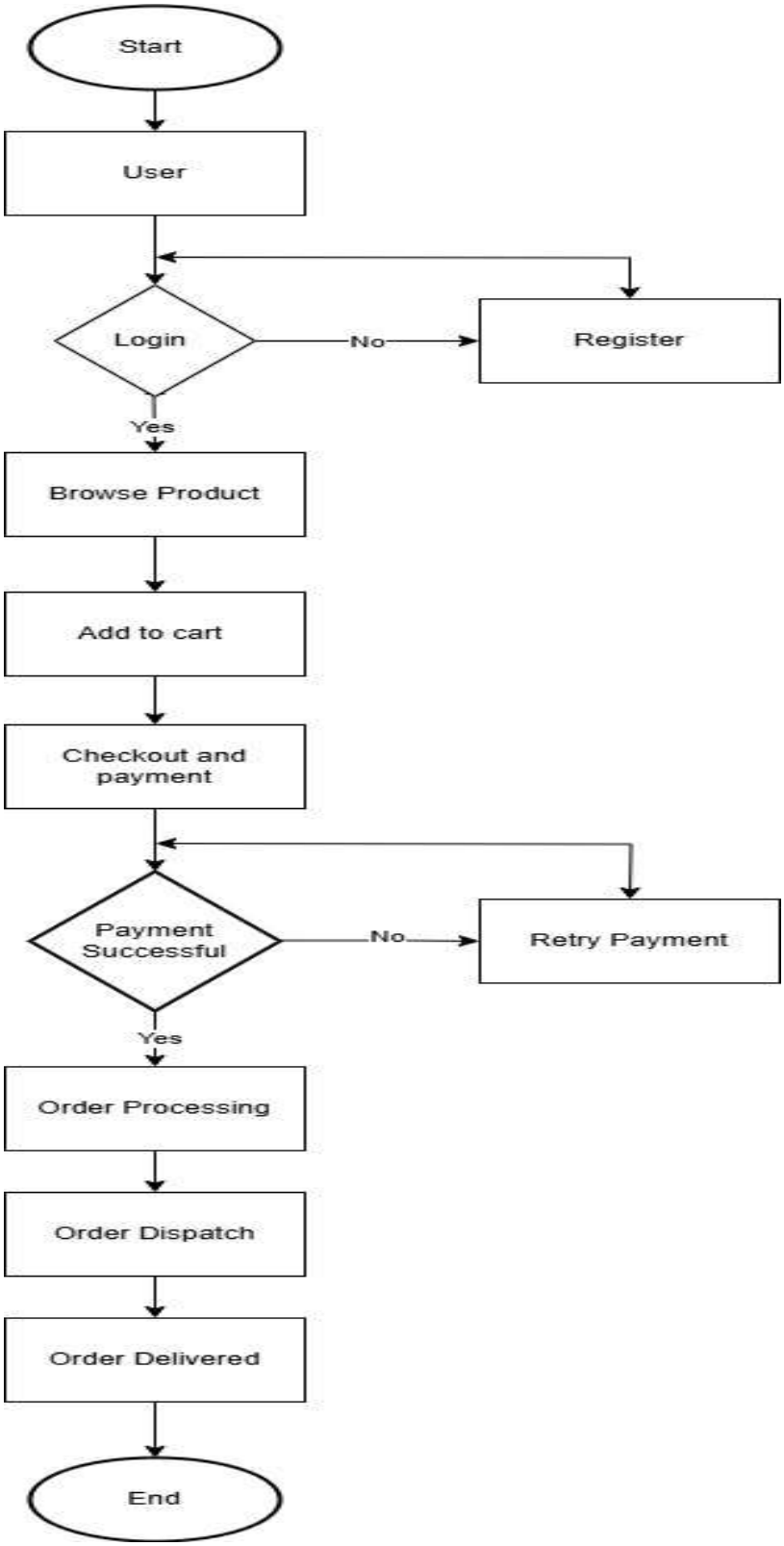
A **Process Flow Diagram (PFD)** is a **visual representation** of a process that shows the **sequence of steps, decisions, and interactions** in a system or workflow. It uses standard flowchart symbols to illustrate how a process moves from **start to finish**, making it easy to understand, analyze, and improve.

1. Symbols Used in a Process Flow Diagram

Each symbol in a **PFD** has a specific meaning:

Symbol	Name	Purpose
Oval	**Start/End**	Represents the beginning or end of a process.
Rectangle	**Process Step**	Represents an action, task, or operation.
Diamond	**Decision Point**	Represents a Yes/No or True/False decision.
Arrow	**Flow Connector**	Shows the direction of the process.
Parallelogram	**Input/Output**	Represents input (e.g., user entry) or output (e.g., order confirmation).

A **Process Flow Diagram (PFD)** is an essential tool for understanding, analyzing, and improving workflows. It helps businesses optimize processes and ensures **clarity in operations**.


Start
User
Login
No
Register
Yes
Browse Product
Add to cart
Checkout and payment
Payment Successful
No
Retry Payment
Yes
Order Processing
Order Dispatch
Order Delivered
End

8.2 Proposed System (TO-BE)

The new Fraazo system introduces an automated and technology-driven approach to streamline operations, minimize wastage, and improve efficiency. The new system will:

1. **Provide an online ordering platform** (mobile and web-based) where customers can browse and place orders in real time.
2. **Integrate directly with farmers and suppliers** to eliminate middlemen, ensuring fair pricing and fresher produce.
3. **Implement a real-time inventory management system**, reducing stock mismatches and enabling accurate demand forecasting.
4. **Optimize logistics with AI-driven route planning**, ensuring faster and more efficient deliveries.
5. **Enable multiple digital payment options** (UPI, cards, wallets, COD) for greater convenience and security.
6. **Offer real-time order tracking** so customers can monitor their deliveries from dispatch to doorstep.
7. **Introduce a customer feedback and support system** with automated issue resolution and chatbot assistance.

This transition from the legacy system to the new automated platform will significantly enhance operational efficiency, improve customer satisfaction, and support scalable business growth.

9. Business Requirements:

The following business requirements have been gathered based on stakeholder discussions, industry analysis, and customer feedback. These requirements ensure smooth operations, scalability, and efficiency within the Fraazo application.

Requirement ID	Requirement Name	Description	Priority	Category
BRD-001	User Registration	Users should be able to register using email, phone number, or social media.	High	Functional
BRD-002	Product Catalog	Display a categorized list of fresh produce with availability status.	High	Functional
BRD-003	Order Placement	Users should be able to add items to the cart and place an order.	High	Functional
BRD-004	Payment Integration	Support for UPI, credit/debit cards, net banking, wallets, and COD.	High	Functional

BRD-005	Order Tracking	Users should be able to track orders in real time with status updates.	High	Functional
BRD-006	Delivery Management	Optimize delivery routes using AI-based logistics planning.	High	Functional
BRD-007	Customer Support	Implement chatbot assistance and live customer service support.	Medium	Functional
BRD-008	Vendor Management	Allow direct vendor registration, product updates, and compliance tracking.	Medium	Functional
BRD-009	Review & Feedback System	Users should be able to provide ratings and reviews for products and services.	Medium	Functional
BRD-010	Inventory Management	Automated inventory updates to prevent stock mismatches.	High	Functional
BRD-011	Promotions & Discounts	Implement coupon codes, seasonal discounts, and referral programs.	Medium	Functional
BRD-012	Push Notifications	Notify users about order updates, promotions, and new arrivals.	Medium	Functional
BRD-013	Data Security & Privacy	Ensure encryption of user data and compliance with GDPR and PCI DSS.	High	Non-Functional
BRD-014	Performance Optimization	Ensure fast app loading time and minimal downtime.	High	Non-Functional
BRD-015	Scalability	Platform should support up to 1 million concurrent users.	High	Non-Functional
BRD-016	Multi-Language Support	Enable app functionality in multiple regional languages.	Medium	Non-Functional
BRD-017	Compliance & Regulations	Ensure adherence to food safety and e-commerce regulations.	High	Non-Functional

10. Appendices:

10.1 List of Acronyms

- **BRD**: Business Requirements Document
- **RTM**: Requirement Traceability Matrix
- **UPI**: Unified Payments Interface
- **GDPR**: General Data Protection Regulation

- **PCI DSS**: Payment Card Industry Data Security Standard

10.2 Glossary of Terms

- **Inventory Management**: The system used to track stock levels and availability in real-time.
- **Logistics Optimization**: The use of AI and route planning to improve delivery speed and efficiency.
- **Customer Retention**: Strategies and features designed to keep customers engaged and loyal to the platform.
- **Scalability**: The ability of the platform to handle increasing users and transactions without performance degradation.
- **Vendor Management**: The process of onboarding and managing suppliers within the Fraazo ecosystem.

10.3 Related Documents

- **Functional Specification Document** – Details functional aspects of the Fraazo Application.
- **Requirement Traceability Matrix (RTM)** – Links business requirements to functional specifications.
- **Business Case Document** – Outlines the justification for the development of the Fraazo Application.
- **System Architecture Document** – Provides technical details on the platform's structure and implementation.
- **Testing Strategy Document** – Defines the testing approach to ensure system reliability and performance.