E-commerce store example

Business requirements document: OutdoorShop E-commerce Platform (partial, simplified)

BR1: The e-commerce platform should achieve a 10% repeat purchase rate within the first year.
BR2: The e-commerce platform should generate at least 15% of total revenue online and attract at least 2,000 new registered customers in the first year.
BR3: The e-commerce platform must comply with legal, regulatory, security, and data protection standards to maintain OutdoorShop's credibility, ensure customer trust, and avoid financial penalties.

Example glossary

Product:
A tangible or intangible item that can be offered for sale on the e-commerce platform.
Shopping cart:
A temporary container for storing products that a customer intends to purchase.
Shopping cart item (or item):
A specific product along with the quantity selected, representing one line in the shopping cart.
Customer:
A user of the e-commerce platform who can browse products, add them to the shopping cart, and place orders.
Order:
A request by a customer to purchase one or more products, typically including delivery and payment information.
Purchase:
A completed transaction in which a customer acquires products in exchange for payment.
E-commerce platform:
A system that enables customers to purchase products via the online sales channel.

Example requirements

FR1: The system shall display a list of products based on the current search criteria, including the following information: product image, product name, price per item, and stock quantity.

Traceability:
FR1
→ Customers can browse products
→ Customers can select and order products
→ Orders generate revenue
→ **BR2**

Reasoning:

This FR supports the broader functionality *"Browse products"*, which allows customers to identify and select products they wish to purchase. This, in turn, enables customers to place orders, and each completed order contributes to OutdoorShop's revenue. While this FR does not directly generate revenue, it indirectly supports revenue by facilitating customer purchases.

// For your homework, add also evidence of implementation in current system.

FR2: The system shall allow the customer to copy products from past orders into shopping cart.

Traceability:

FR2
→ Customers can re-order products that they liked
→ Increased likelihood of repeat purchases
→ **BR1**

Reasoning:

Copying products from a past order to the shopping cart is a part of broader user scenario, where customers browse order history and select products from the past orders to be added to the shopping cart. This way, they can re-order products they were satisfied with, which can motivate them to make repeat orders. While this FR does not directly generate repeat purchases, it facilitates re-ordering, which, combined with other system features, supports repeat purchases.

// For your homework, add also evidence of implementation in current system.

// Do not use authentication requirement for your homework. This example serves just as a demonstration of tracing nonfunctional requirements back to business requirements.

NFR1: The system shall enforce passwords of at least 8 characters.

Traceability:
NFR1 → Enforce strong passwords → Reduce risk of unauthorized access → Protect user data → **BR3**

Reasoning:
Enforcing sufficiently long passwords strengthens account security, making it harder for unauthorized users to guess customers' passwords and access their accounts and data. This NFR directly supports data protection by reducing the risk of misuse of sensitive information.

// For your homework, add also evidence of implementation in current system.