Business Requirements Document (BRD)

# Project Title: QE-Fashion E-commerce Platform

QE-Fashion is a next-generation e-commerce platform dedicated to fashion retail, offering a seamless and personalized shopping experience to customers.   
The platform aims to provide a curated fashion marketplace for men, women, and kids, supporting multiple brands, secure payment methods, and rich user experience.

# 1. Objective

The objective of QE-Fashion is to build a scalable, intuitive, and feature-rich e-commerce platform tailored for the fashion industry.   
The platform will cater to both B2C and B2B needs, offering functionality for product discovery, order management, customer service, and marketing tools.

# 2. Scope

This BRD outlines the end-to-end business requirements for QE-Fashion including user roles, core modules, business processes, integrations, and compliance needs.   
The document will serve as a foundation for design, development, and quality assurance activities.

# 3. Target Audience

- Fashion-conscious individual consumers  
- Boutique stores and fashion retailers  
- Fashion brands and manufacturers  
- Influencers and affiliate marketers

# 4. Functional Requirements

## 4.1 User Management

- User Registration and Login (Email, Social Media, OTP-based)  
- User Profile Management (Address book, Wishlist, Preferences)  
- Role-based Access Control (Admin, Seller, Customer, Support)

## 4.2 Product Catalog Management

- Category and Subcategory Management  
- Product Listings with Variants (Size, Color, Material)  
- SKU Management, Inventory Tracking, Size Guides  
- Product Tags, Filters, and Sorting Options

## 4.3 Search and Navigation

- Auto-suggest Search Bar  
- Advanced Filters (Brand, Price, Size, Color)  
- Personalized Recommendations and Trending Products

## 4.4 Product Detail Page

- High-quality Images and Zoom Feature  
- Detailed Descriptions, Size Charts, Customer Reviews  
- Add to Cart, Add to Wishlist, Delivery ETA

## 4.5 Cart and Checkout

- Cart Management (Edit Quantity, Remove Items)  
- Multi-address Delivery, Gift Wrapping Options  
- Coupon Application and Pricing Breakdown  
- Guest Checkout and Login-based Checkout

## 4.6 Payment Integration

- Multiple Payment Methods (Credit/Debit Card, UPI, Net Banking, Wallets)  
- Secure Payment Gateway Integration (PCI DSS Compliance)  
- Order Confirmation and Receipt Generation

## 4.7 Order Management

- Order Tracking, Status Updates (SMS/Email)  
- Returns, Refunds, and Exchange Policies  
- Cancellation before Dispatch

## 4.8 Seller/Brand Module

- Seller Dashboard with Analytics  
- Product Listing Management  
- Inventory and Order Fulfillment Interface

## 4.9 Marketing and Promotions

- Banner Management, Discount Coupons, Flash Sales  
- Email Campaigns and Push Notifications  
- Loyalty Program and Referral Bonuses

## 4.10 Customer Support

- Live Chat, Help Center, FAQ Section  
- Ticket-based Support System

## 4.11 Analytics & Reporting

- Sales Reports, Customer Segmentation, Product Performance  
- Google Analytics and SEO Tools Integration

# 5. Non-Functional Requirements

- Scalability and Performance  
- High Availability and Uptime  
- Responsive UI/UX for Web and Mobile  
- Security (Data Protection, SSL, GDPR)  
- Accessibility Compliance (WCAG)

# 6. Integrations

- Payment Gateways (Stripe, Razorpay, PayPal)  
- Logistics APIs (Shiprocket, Delhivery)  
- CRM Tools and Email Marketing Platforms  
- Social Media and Influencer Marketing Tools