

Ecommerce Website Requirements Document Template

A reusable blueprint for defining what your ecommerce site must do — features, integrations, UX, technical constraints, timeline, and acceptance criteria — before the first line of code.

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Document Control

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1. Project Overview

Introduce the business, industry, and ecommerce model (B2C, B2B, marketplace, D2C), your niche, target audience, and market landscape. State the primary business goals (revenue, customer acquisition, market expansion) and how you differentiate.

Example: Whola is an online fashion wholesale marketplace targeting retailers who want the latest trends without pre-ordering months ahead. The goal is to double the retailer base within a year by reducing inventory lead times.

2. Purpose & Objectives

Define the single main purpose of the site and the measurable objectives that support it. Everything you build should tie back to this.

- Primary purpose: [sell D2C / enable B2B ordering / build a multi-vendor marketplace]
- Objective 1: [e.g., increase online conversion rate from X% to Y% within 6 months]
- Objective 2: [e.g., reduce checkout abandonment by Z%]
- Success metrics & owner: [KPI, target, who reports it]

3. Stakeholders & Decision Owners

Name / role	Responsibility	Approves
[Sponsor]	Budget, priorities	Scope, go-live
[Product / BA]	Requirements, backlog	Requirements sign-off
[Marketing]	Content, SEO, campaigns	Content & brand
[Engineering lead]	Architecture, delivery	Technical approach

4. Target Users & Core Journeys

Describe each user group and the journeys they must be able to complete end to end.

- User groups: [new visitor, returning customer, B2B buyer, admin]
- Core journey: browse → product page → cart → checkout → post-purchase
- B2B journey: [request account → approval → quote/RFQ → net-terms order]

5. Functional Requirements

List what the site must do, grouped by area (catalog, search, cart, checkout, accounts, promotions, content, admin). Write each requirement so it is testable — pair it with an acceptance criterion.

ID	Requirement	Priority	Acceptance criteria
FR-01	Shoppers can filter the catalog by attribute	Must	Filtering by price, popularity, and ≥3 custom attributes returns correct results in <1s
FR-02	One-page checkout with guest option	Must	A guest can complete purchase in ≤4 steps with no forced account creation
FR-03	Customer wishlist	Should	Logged-in user can save, view, and remove

ID	Requirement	Priority	Acceptance criteria
			items; wishlist persists across sessions
FR-04	Admin can manage products	Must	Admin can create, edit, and delete a product with a valid name, price, and SKU
[FR-...]	[Your requirement]	[Must/ Should/ Could]	[Measurable, testable condition]

6. Non-Functional Requirements

Define quality attributes. Make them measurable so they can be tested and are not deferred until they are expensive to fix.

Category	Requirement / target
Performance	Largest Contentful Paint <2.5s on 4G; key pages score ≥90 on mobile PageSpeed
Scalability	Sustains [N] concurrent users and [N] orders/min during peak events
Security	TLS everywhere, PCI-DSS-compliant payments, role-based access, encrypted PII
Accessibility	WCAG 2.2 AA for all customer-facing pages
Availability	≥99.9% uptime; documented backup and recovery plan

7. Technologies & System Requirements

Record the chosen (or candidate) technology stack. Use current, supported versions — legacy versions create security and hiring risk.

Layer	Choice / candidate (2026)
Platform / CMS	[Adobe Commerce (Magento 2.4.x) / Shopify Plus / BigCommerce / commercetools]
Backend language	[PHP 8.3+ for Adobe Commerce, or platform-native]
Frontend	[Hydrogen / React / Vue / Luma or headless PWA]
Search	[Algolia / Elasticsearch / OpenSearch]
Hosting / cloud	[AWS / Google Cloud / Adobe Commerce Cloud]
Caching / performance	[Varnish, Redis, CDN (Fastly/Cloudflare)]
Analytics & tags	[GA4 + Google Tag Manager / server-side tagging]
CI/CD & environments	[dev → staging → production; who deploys and when]

Non-technical founder? Leave placeholders blank and your development partner will recommend a stack based on catalog size, integrations, and growth plans.

8. Integrations & Data Flows

Map every external system and — critically — define the source of truth for each dataset (product, price, inventory, customer).

System	Purpose	Source of truth for
[ERP: SAP / NetSuite / Dynamics]	Orders, inventory, finance	Inventory, pricing
[PIM: Akeneo / inRiver]	Product enrichment	Product content
[CRM]	Customer data, marketing	Customer profile
[Payments]	Checkout, refunds	Transactions
[Shipping / 3PL]	Fulfilment, tracking	Shipment status

9. SEO Requirements

- URL rules and taxonomy: [pattern for categories, products, filters]
- 301 redirect mapping for any changed URLs (test before launch)
- Metadata rules: title/description templates per template type
- Structured data: Product, BreadcrumbList, FAQ where relevant
- Preserve indexable content and internal links during migration

10. Analytics & Tracking

- Events to capture: [view_item, add_to_cart, begin_checkout, purchase]
- Funnels & dashboards: [who owns them, review cadence]
- Consent & privacy: [cookie consent, GDPR/CCPA handling]

11. Content Requirements

- Pages & templates: [home, PLP, PDP, cart, checkout, account, CMS pages]
- Copy blocks and media rules: [image sizes, alt text, video]
- Multi-language / multi-currency: [locales, translation workflow]

12. User Roles & Permissions

Specify permissions per role using Create / Read / Update / Delete for each feature area.

Feature area	Admin	Customer	Customer support
Products	C R U D	R	R
Orders	C R U D	R (own)	R U
Customer accounts	C R U D	R U (own)	R U
Content / CMS	C R U D	—	R

13. Constraints & Assumptions

- Constraints: [legal, brand, target markets, hard deadlines, budget]
- Assumptions: [dependencies, third-party availability, data readiness]
- Out of scope: [explicitly list what this project will NOT include]

14. Sample Acceptance Criteria

Replace vague words (“fast”, “modern”, “easy”) with conditions QA can verify. Format: Given / When / Then.

- Given a returning customer, when they reorder, then previous shipping and payment details prefill and checkout completes in ≤ 3 steps.
- Given a product page on 4G mobile, when it loads, then LCP is under 2.5 seconds.
- Given an out-of-stock item, when a shopper views it, then the buy button is disabled and a back-in-stock option is shown.
- Given an admin without the finance role, when they open the invoices area, then access is denied.

15. Appendices

- A. Third-party extensions & subscriptions to buy/integrate: [list]
- B. Glossary of terms: [define acronyms — WSD, WBS, PIM, etc.]
- C. Reference links: brand guidelines, designs, competitor notes

Need help completing this template? Elogic Commerce has scoped 500+ ecommerce projects since 2009. Send us your brief and get a project estimate in a matter of days — ellogic.co/contacts.