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# **Vision and Scope Document**

**for**

# **Offer Spot System**

**Version 1.0 approved**

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## Revision History

Name	Date	Reason For Changes	Version

# **1. Business Requirements**

## **1.1. Background**

*Most of the customers to Mega Mall who are looking for offers that suit them go to the stores they want and then look at the offers to see if they suit them or not. If they do not suit them, they go to other stores, and this takes a very long time to find the appropriate offers, and some customers come to the mall in order to buy food or coffee, but they do not know about the offers available in some stores, and there is also a problem for some stores in marketing their products. This may lead to missed opportunities for both customers and stores.*

## **1.2. Business Opportunity**

*Mega Mall visitors want a way to not waste their time looking for a good offer. A cool system called "Offer Spot" It's like a tool to help you find deals without spending too much time going from store to store. With Offer Spot, you can quickly see the best offers for you, making shopping more fun, and stopping you from missing out on great deals. It is also an effective marketing tool for stores to tell everyone about their deals in real-time. So, Offer Spot is here to make your shopping at Mega Mall easier and more enjoyable.*

## **1.3. Business Objectives and Success Criteria**

*BO-1: Increase sales in Mega Mall by 50% in 12 months.*

*BO-2: Increase the number of visitors and the time they spent staying in Mega Mall by 40% in 6 months.*

*BO-3: Achieve getting more offers from famous stores to join in Mega Mall by 25% in 12 months.*

*BO-4: Ensure use of Offer Spot among Mega Mall visitors by 60% in 6 months*

*Success metrics:*

*SM-1: The average rating of Mega Mall on the rating increases by half star on scale of 5 stars from Q3 2024 rating within 3 months following initial release and by 1 star within 12 months.*

## **1.4. Business Assumptions and Dependencies**

*Business Assumptions:*

*AS-1: Stores within Mega Mall will actively use Offer Spot by adding, updating and promoting their offers.*

*AS-2: Visitors are going to share some data to receive notifications for personalized offers.*

*Dependencies:*

*DE-1: Offer Spot relies on devices that support Bluetooth Low Energy (BLE) for delivering offers via beacons.*

*DE-2: The success of Offer Spot is contingent on store cooperation, with stores actively with the platform to ensure accurate and up-to-date offers.*

## 1.5. Business Risks

<i>Risk ID</i>	<i>Risk</i>	<i>Probability (0.0 to 1.0)</i>	<i>Impact (0 to 10)</i>
<i>RI-1</i>	<i>There is a risk that Mega Mall visitors may not use the Offer Spot system as expected, and this could cause big loss to the system</i>	<i>0.4</i>	<i>7</i>
<i>RI-2</i>	<i>Lack of cooperation with stores, if the stores do not provide appropriate offers, or do not promote the offers in an attractive manner, and if they do not update their offers. This may lead to customer dissatisfaction.</i>	<i>0.4</i>	<i>5</i>
<i>RI-3</i>	<i>The Offer Spot system needs some of personal data. There is a risk of a losing the data and private information. This can lead to legal consequences and loss of customer confidence</i>	<i>0.1</i>	<i>8</i>
<i>RI-4</i>	<i>Offer information is ambiguous. Visitors rely on the system to find the best offers. If the information is ambiguous and incomplete, this can cause disappointment and frustration for visitors.</i>	<i>0.2</i>	<i>4</i>

## 2. Vision of the Solution

### 2.1. Vision Statement

For Mega Mall visitors who want to get the right offers quickly and easily, the Offer Spot will be a comprehensive mobile application and Web site. Offer Spot is a great system that simplifies the shopping experience. Unlike traditional methods, Offer Spot brings you the best offer without wasting time moving from one store to another or missing out on a great offer. Our system is

characterized by providing timely offers, improving the shopping journey, and benefiting both customers and stores.

## 2.2. Major Features

Feature ID	Feature Name	Feature Description
<i>F-1</i>	<i>Login/Register</i>	<i>Allows users to create a new account or log in into existing account.</i>
<i>F-2</i>	<i>Mall Management</i>	<i>Provide a center console for mall managers to create, manage, and analyze offers across all stores.</i>
<i>F-3</i>	<i>Store Management</i>	<i>Allows stores to create, customize, delete, and schedule offers. And set discounts and advertise special events.</i>
<i>F-4</i>	<i>User Profile</i>	<i>User can save offers to favorite, manage profile. This feature also gathers and analyze user behavior, to send and show him relevant offers.</i>
<i>F-5</i>	<i>Loyalty Points</i>	<i>Provide a fully integration with existing or new stores loyalty program, allowing users to earn rewards and receive exclusive benefits through the Offer Spot System.</i>
<i>F-6</i>	<i>Offline Mode</i>	<i>You can use Offer Spot without internet but with limited access such as looking at maps and checking out your saved Offers.</i>
<i>F-7</i>	<i>Multi-Platform</i>	<i>You can use Offer Spot on a website or use the application on iPhones, Android phones, and Windows.</i>

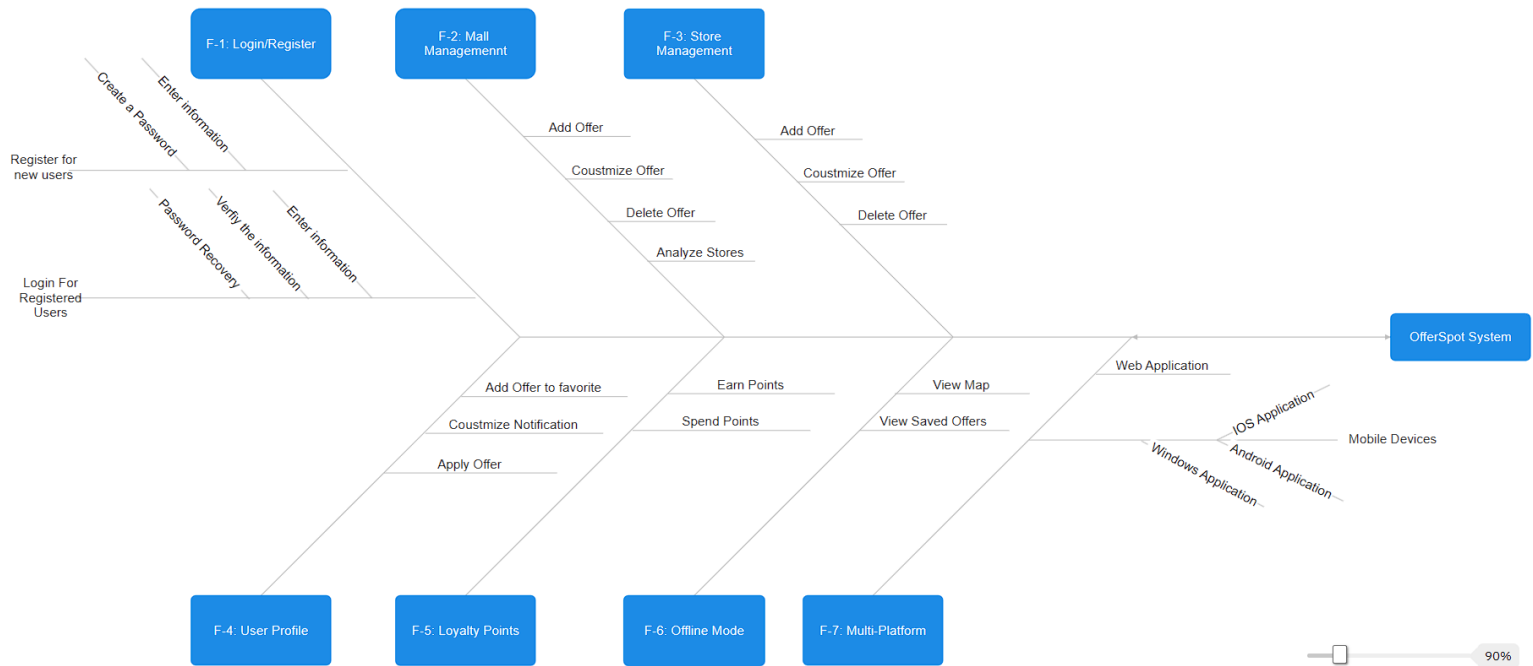


Figure 1. Feature tree for Offer Spot System

### 3. Scope and Limitations

Figure 2 presents the scope of the Offer Spot at a high level of abstraction.

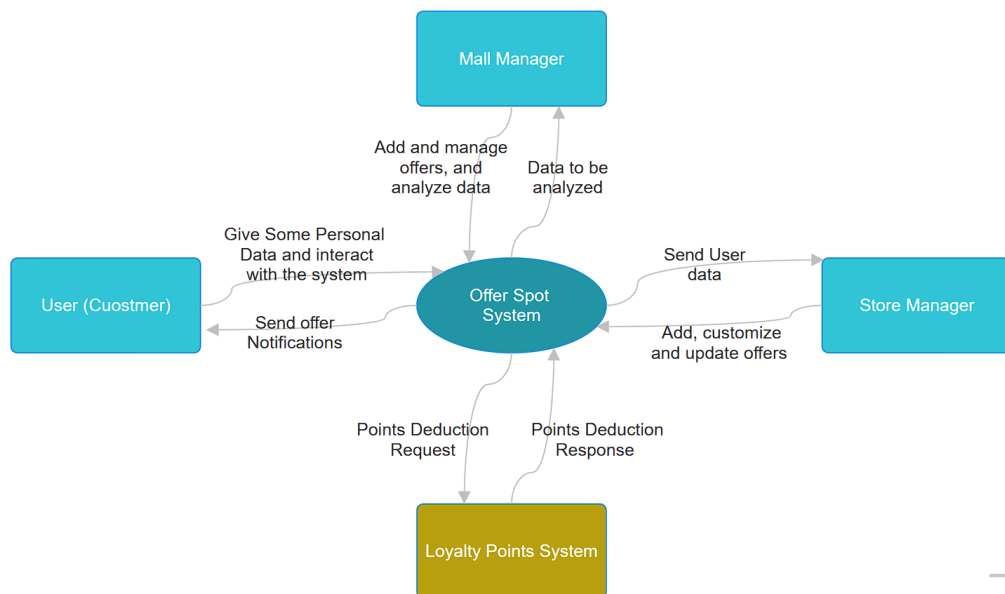


Figure 2. Context Diagram for Offer Spot System

### 3.1. Scope of Initial Release

Feature Name	Release 1	Release 2	Release 3
<i>F-1: Login/Register</i>	<i>basic user login and registration</i>	<i>Add two factor authentication</i>	
<i>F-2: Mall Management</i>	<i>Creating, analyzing, optimizing and managing Offers</i>		
<i>F-3: Store Management</i>	<i>Stores Can Add and Delete Offers</i>	<i>Stores Can Customize offers</i>	<i>advanced customization and schedule offer</i>
<i>F-4: User Profile</i>	<i>Receive Offers Notifications</i>	<i>User can edit preferences, and customize personalized offer suggestions</i>	
<i>F-5: Loyalty Points</i>		<i>Earning and Redeeming Points</i>	<i>allowing users to earn rewards and receive exclusive benefits</i>
<i>F-6: Offline Mode</i>	<i>Viewing maps</i>		<i>Viewing saved offers</i>
<i>F-7: Multi-Platform</i>	<i>Web Application</i>	<i>iOS and Android Application</i>	<i>Support Windows</i>

### 3.2. Limitations and Exclusions

*LI-1: Offer Spot shall work only with the devices in the range of the beacons.*

*LI-2: Some offers are exclusive for the store, so offers in Offer Spot must be a subset of the full store Offers.*

## 4. Business Context

### 4.1. Stakeholder Profiles

<b>Stakeholder</b>	<b>Major Value</b>	<b>Attitudes</b>	<b>Major Interests</b>	<b>Constraints</b>
<i>Mega Mall Management</i>	<i>Increase expected revenue, improve customer satisfaction</i>	<i>Focused on improving the overall shopping experience</i>	<i>Interested in features that provide timely offer updates, management, and display to visitors.</i>	<i>Budget allocation</i>
<i>Store Managers</i>	<i>Increased customer, improved sales, effective marketing.</i>	<i>Ability to manage the offering easily.</i>	<i>Interest in promoting their offers, ease of updating the offer, and analytics on offer performance.</i>	<i>Constant updating and training on using the Offer Spot system.</i>
<i>Beacon manager</i>	<i>Effective setup and management of Beacon, maintenance of the Beacon</i>	<i>Works closely with store managers and mall management to coordinate the Offer Spot's implementation and ongoing management.</i>	<i>Monitoring and system reliability.</i>	<i>Technical knowledge and experience. They need to stay up to date with the latest developments in Beacon</i>
<i>Visitors</i>	<i>Special offers, save time, improve your shopping experience</i>	<i>Prepare to download the application or Web platform and use it, looking at the proposed offers</i>	<i>User-friendly interface, location-based offer suggestions</i>	<i>Privacy concerns</i>



## 4.2. Project Priorities

<i>Dimension</i>	<i>Driver (state objective)</i>	<i>Constraint (state limits)</i>	<i>Degree of Freedom (state allowable range)</i>
<i>Schedule</i>	<i>release 1.0 to be available by 10/1, release 1.1 by 12/1</i>		
<i>Features</i>		<i>All features scheduled for Release 1 must be fully operational</i>	<i>60-70% of high priority features must be included in release 1.0</i>
<i>Quality</i>		<i>95% of user acceptance tests must pass; all security tests must pass</i>	<i>90-95% of user acceptance tests must pass for release 1.0, 95-98% for release 1.1</i>
<i>Staff</i>	<i>Team size: 0.2-time project manager, 0.2-time BA, 3 developers, 1 tester; additional developer and half time tester available if necessary</i>	<i>Maximum team size is 4 developers +2 testers</i>	
<i>Cost</i>			<i>budget overrun up to 15% acceptable without executive review</i>

## 4.3. Operating Environment

The Offer Spot system needs a latest upgraded web server software. For Release 2, apps need to be developed for both iOS and Android devices. And Windows support for Release 3. Any required changes must be implemented by the launch of Release 2. And, tutorial content, such as user guides and interactive walkthroughs, will be developed to educate users of Offer Spot.