# Business Requirements Document

## Introduction

The NewMe project aims to revolutionize lifestyle management by providing a comprehensive platform that empowers users to lead healthier, happier, and more balanced lives. In today's fast-paced world, individuals face increasing challenges in managing various aspects of their daily routines, including fitness, nutrition, finances, social engagements, and work-life balance. The NewMe platform seeks to address these challenges by offering a centralized hub where users can seamlessly plan, track, and optimize their lifestyles, enabling them to achieve their personal goals and aspirations.

### Project Background

The NewMe project emerged from a recognition of the growing need for a holistic approach to lifestyle management that integrates various aspects of well-being into a single, user-friendly platform. With the rise of technology and digital solutions, there is an opportunity to leverage these advancements to empower individuals to take control of their health, finances, and overall quality of life. The NewMe platform represents a commitment to innovation, user-centric design, and social impact, with the ultimate goal of improving the lives of our users and fostering a community of support and encouragement.

### Purpose of Document

This Business Requirements Document (BRD) serves as a foundational document for the NewMe project, outlining the business needs, goals, and objectives that will guide the development of the platform. By clearly defining the scope, functional requirements, and key considerations of the project, this document aims to align stakeholders, project teams, and developers, ensuring a shared understanding of the project's objectives and deliverables. Additionally, the BRD will serve as a reference point throughout the project lifecycle, facilitating communication, decision-making, and progress tracking.

## Business Objectives

Increase User Engagement:

* Objective: Enhance user interaction and participation within the NewMe platform to foster a vibrant and active community.
* Benefits and Outcomes:
  + Improved user satisfaction and retention due to enhanced platform usability.
  + Increased community engagement and collaboration leading to a sense of belonging among users.

Improve User Retention and Loyalty:

* Objective: Enhance user satisfaction and loyalty to encourage long-term engagement with the NewMe platform.
* Benefits and Outcomes:
  + Reduced churn rates resulting from improved user experience and value proposition.
  + Higher user lifetime value and increased revenue potential from loyal customers.

Drive Monetization and Revenue Growth:

* Objective: Generate revenue streams through value-added services, premium features, and strategic partnerships.
* Benefits and Outcomes:
  + Diversified revenue streams leading to increased financial stability and sustainability.
  + Enhanced platform capabilities and offerings attracting premium subscribers and strategic partners.

Expand User Base and Market Reach:

* Objective: Grow the user base of the NewMe platform by attracting new users and expanding into new markets.
* Benefits and Outcomes:
  + Increased brand visibility and market presence resulting from expansion into new geographic markets.
  + Larger user base providing valuable data insights and opportunities for network effects.

Enhance Brand Awareness and Reputation:

* Objective: Establish the NewMe platform as a leading authority in lifestyle management, fostering trust and credibility among users and stakeholders.
* Benefits and Outcomes:
  + Strengthened brand reputation and credibility through positive user experiences and testimonials.
  + Increased brand recognition and awareness leading to higher user trust and engagement.

Drive Product Innovation and Differentiation:

* Objective: Continuously innovate and differentiate the NewMe platform to stay ahead of competitors and meet evolving user needs.
* Benefits and Outcomes:
  + Enhanced user satisfaction and loyalty resulting from innovative features and solutions.
  + Differentiated brand identity and value proposition driving competitive advantage in the market.

## Scope

The NewMe project encompasses the development of a comprehensive lifestyle management platform designed to empower users to lead healthier, happier, and more balanced lives. The scope of the project includes the following key components:

1. Feature-rich Web Application: Develop a feature-rich web application that serves as the primary interface for users to access the NewMe platform. The web application will offer a seamless and intuitive user experience across various devices and screen sizes.
2. Mobile Application: Develop a companion mobile application for iOS and Android platforms, providing users with on-the-go access to NewMe's features and functionalities. The mobile application will be optimized for performance, usability, and cross-platform compatibility.
3. Core Functionality Modules: Develop core functionality modules to support key aspects of lifestyle management, including but not limited to:
   1. Fitness tracking and goal setting
   2. Nutrition planning and meal tracking
   3. Financial planning and budget management
   4. Event planning and management
   5. Work-life balance resources and tools
4. Documentation and Training Materials: Develop comprehensive documentation and training materials to guide users in navigating the NewMe platform effectively and making the most out of its features and functionalities.

## Stakeholder Analysis

### Key Stakeholder:

Ahmed (You) - Project Creator and Sole Owner

### Role and Interest:

As the project creator and sole owner of NewMe, your primary role is to provide strategic direction, oversee project execution, and ensure alignment with your vision for the platform.

Your interest in the project lies in its success, both in terms of achieving business objectives and delivering value to users. You are deeply invested in the platform's growth, impact, and sustainability.

### Engagement Approach:

**Project Vision and Requirements Setting:** You will play a crucial role in defining the project's vision, goals, and requirements. Your input will guide the development team in understanding your vision for the NewMe platform and aligning their efforts accordingly.

**Regular Progress Updates and Reviews:** You will be actively involved in reviewing project progress, milestones, and deliverables. Regular updates and demos will provide you with insights into the project's development status and allow you to provide feedback and guidance as needed.

**Decision-making and Strategic Direction:** You will be responsible for making key decisions related to project priorities, resource allocation, and strategic direction. Your guidance will help steer the project towards its intended objectives and ensure that it remains aligned with your vision.

**Feedback and Iterative Improvement:** Your feedback on project deliverables, features, and functionalities will be invaluable in driving iterative improvement and refinement. Your input will help shape the evolution of the NewMe platform, ensuring that it continues to meet your expectations and the needs of its users.

**Support and Advocacy:** You will serve as the primary advocate for the NewMe project, promoting its goals, achievements, and impact within your network and the broader community. Your support will be instrumental in garnering support, attracting users, and fostering collaboration with other stakeholders.

## Functional Requirements

* User Registration and Authentication:
  + Users should be able to create an account and log in securely using email/password or social media authentication.
  + Users should have the option to reset their password in case of forgotten credentials.
* Profile Management:
  + Users should be able to create and manage their profiles, including personal information, preferences, and profile picture.
  + Users should have the option to customize privacy settings for their profile.
* Dashboard:
  + Upon logging in, users should be greeted with a personalized dashboard displaying relevant information, such as upcoming events, fitness goals, and financial summaries.
  + Users should have the ability to customize their dashboard layout and content based on their preferences.
* Fitness Tracking and Goal Setting:
  + Users should be able to track their fitness activities, including workouts, steps taken, calories burned, and distance traveled.
  + Users should have the option to set personalized fitness goals and track their progress over time.
  + The platform should support integration with wearable devices to automatically sync fitness data.
* Nutrition Planning and Meal Tracking:
  + Users should have access to a database of healthy recipes and meal plans curated by nutritionists.
  + Users should be able to log their meals and track nutritional intake, including calories, macronutrients, and micronutrients.
  + The platform should provide personalized recommendations based on users' dietary preferences and goals.
* Financial Planning and Budget Management:
  + Users should be able to create budgets, track expenses, and set savings goals within the platform.
  + Users should receive notifications and alerts for upcoming bills, expenses, and savings milestones.
  + The platform should support integration with financial institutions to automatically categorize transactions and provide insights into spending habits.
* Event Planning and Management:
  + Users should have the ability to create and manage events, including social gatherings, parties, and community meetups.
  + Users should be able to invite friends, set event details (date, time, location), and track RSVPs.
  + The platform should provide event reminders and notifications to participants.
* Work-Life Balance Resources and Tools:
  + Users should have access to resources and tools to support work-life balance, including time management techniques, stress reduction strategies, and suggestions for leisure activities.
  + Users should be able to discover and join community groups with similar interests and goals.
  + The platform should feature educational content, articles, and videos on topics related to personal development and well-being.
* Video Integration:
  + Users should have the ability to upload, share, and view videos related to fitness workouts, healthy cooking recipes, motivational talks, and lifestyle tips.
  + The platform should support video streaming and playback across various devices.
* Social Media Integration:
  + Users should be able to share their achievements, progress, and experiences on social media platforms such as Facebook, Instagram, and Twitter directly from the NewMe platform.
  + The platform should provide social media login options for seamless authentication and sharing.

### User Roles and Permissions:

User Roles:

* Admin: Responsible for managing user accounts, system settings, and content moderation.
* Regular User: Has access to basic features such as creating and managing personal tasks, tracking fitness goals, and participating in community discussions.

Permissions:

* Admin: Full access to all features and functionalities of the platform, including user management, content moderation, and system configuration.
* Regular User: Limited access based on role-specific permissions, such as viewing and editing personal data, participating in discussions, and accessing certain features.

### System Interfaces:

Videos:

* Integration with video streaming services or APIs to support uploading, streaming, and playback of videos within the platform.
* Ensure compatibility with popular video formats and resolutions to provide a seamless viewing experience for users.

Social Media:

* Integration with social media platforms such as Facebook, Twitter or X, and Instagram to enable sharing of content, activities, and achievements.
* Implement social media authentication and sharing functionalities to facilitate user engagement and viral marketing.

### Data Management Requirements:

* Implement a robust data management system to handle user profiles, activity logs, multimedia content, and other application data.
* Ensure data integrity, consistency, and privacy through encryption, access controls, and data validation mechanisms.
* Comply with data protection regulations and industry standards to safeguard user privacy and confidentiality.

## Non-Functional Requirements

Security

* The NewMe platform shall implement robust security measures to safeguard user data and privacy.
* All user data shall be encrypted both in transit and at rest to prevent unauthorized access.
* User authentication and authorization mechanisms shall be implemented to ensure that only authorized users have access to sensitive information.
* Regular security audits and penetration testing shall be conducted to identify and address potential vulnerabilities.

Scalability

* The NewMe platform shall be designed to accommodate increasing user loads and data volumes.
* The system architecture shall support horizontal scaling, allowing for the addition of more resources to handle growing traffic.
* Load balancing mechanisms shall be implemented to distribute incoming traffic evenly across multiple servers.
* Database scalability shall be ensured through techniques such as sharding and replication to handle large datasets efficiently.

Logging

* The NewMe platform shall maintain detailed logs of user activities, system events, and errors for auditing and troubleshooting purposes.
* Logs shall include timestamps, user identifiers, IP addresses, and actions performed.
* Log files shall be securely stored and accessible only to authorized personnel with appropriate permissions.
* Log rotation and archival policies shall be implemented to manage log file sizes and retention periods.

Performance

* The NewMe platform shall provide fast response times and low latency to deliver a smooth user experience.
* Performance benchmarks shall be established for key functionalities, such as page loading times and API response times.
* Caching mechanisms shall be employed to reduce database queries and improve system performance.
* Performance testing shall be conducted under various load conditions to identify and address performance bottlenecks.

Stability

* The NewMe platform shall maintain high availability and uptime to ensure uninterrupted service for users.
* Fault tolerance mechanisms shall be implemented to handle system failures and minimize downtime.
* Automated monitoring and alerting systems shall be deployed to detect and respond to performance issues and service disruptions promptly.
* Regular maintenance and updates shall be performed to address software bugs and security vulnerabilities and ensure system stability.

## Sign-off

This project charter is hereby approved by:

[Ahmed] []

The signatories above acknowledge their commitment to the objectives, scope, approach, and deliverables outlined in this project charter. They agree to provide the necessary support, resources, and guidance to ensure the successful execution of the NewMe project.

This project charter will serve as the guiding document for all project activities and decisions, and any changes to its contents will require formal approval from the project sponsor and stakeholders.

Signed:

[Ahmed]

Date: []

By signing above, the individuals listed acknowledge their understanding and agreement with the contents of this project charter.

