

Business Requirement Document (BRD) for “Apam Inspires” Platform

Project Title: **Apam Inspires Online Platform**

Project Owner: **Apam Inspires**

Prepared by: **Pecy Egno**

Date: **2024/14-sept**

1. Introduction

Apam Inspires, a motivational speaking and content creation brand, seeks to establish a fully-featured online platform to host and manage consultations, videos, blog posts, courses, and meetings. The platform will allow users to access free and premium content, schedule consultations, and make secure online payments, with a professional structure resembling a university website.

2. Project Goals & Objectives

- Primary Goal: To create a scalable, user-friendly platform that showcases the Apam Inspires brand, offers free and paid content, and facilitates online bookings and consultations.

Key Objectives:

- Provide seamless access to free and paid courses, blog posts, and videos.
- Enable users to book consultations with flexible communication options.
- Implement secure payment gateways for paid services.
- Ensure the platform is responsive, scalable, and easy to manage.

3. Business Requirements

3.1. Website Structure

The website will mirror a university platform, with dedicated sections, dropdown menus, and easy navigation. Below are the specific requirements:

1. Main Navigation:

- Courses (Dropdown: Free Courses, Paid Courses)
- Blog Posts
- Videos (Dropdown: Free Videos, Paid Videos)
- About the Organization
- Consultations/Bookings

2. Course Section:

- Separate pages for Free Courses and Paid Courses with:
- Course descriptions, video previews, and learning materials.
- A secure payment system for purchasing access to premium courses.
- Integration with email for notifying users about new courses or updates.

3. Video Section:

- Free video access without registration.
- Paid videos available through a payment gateway.
- Preview snippets for paid videos to entice purchases.

4. Blog Posts:

- Blog management system with categorization (e.g., Motivational, Lifestyle, Self-help).
- Social media integration for easy sharing of posts.

5. Consultations/Bookings:

- Booking system with a calendar for selecting available dates.
- Users can select communication methods (WhatsApp, Google Meet, Zoom).
- Automated email notifications for booking confirmations, cancellations, and reminders.

6. About Section:

- Detailed information on Apam Inspires, its mission, and background.
- Media coverage, testimonials, and brand impact highlights.

3.2. User Journey

1. Visitors:

- Explore free content (videos, blogs, free courses) without registration.
- Register or sign in to access paid services (courses, consultations).

2. Paid Content:

- Users must register and provide payment information to access premium videos and courses.
- After successful payment, they can access content immediately.

3. Consultation Bookings:

- Users select a preferred communication method and available date/time.
- Payments (if applicable) processed during booking.
- Booking confirmation and reminders sent via email and/or SMS.

3.3. Payment & Subscription Model

- Integration with Stripe and PayPal for secure online payments (supporting credit/debit cards).
- Option to offer one-time purchases (for courses and videos) or subscription-based access (e.g., monthly premium content).
- Post-payment, users should have instant access to paid content, with the option to view their purchase history in the user dashboard.

3.4. Admin and Content Management System (CMS)

- Content Management:

- Admin panel for uploading and managing course materials, videos, and blog posts.
- Ability to categorize content into free and paid tiers, with easy publishing tools.

- Booking Management:

- - Admins can set availability for consultations and modify it in real-time.
- - Ability to review, accept, or decline bookings.

- User Management:

- - Admins can view and manage user accounts, including payment history and consultation bookings.

- Analytics and Reporting:

- - Track user activity, course enrollments, video views, and booking trends.
- - Payment and revenue reports for better financial oversight.

4. Functional Requirements

4.1. User Roles

1. Admin:

- - Manage content (courses, videos, blog posts).
- - Set consultation availability.
- - Process payments, manage users, and view analytics.

2. Registered Users:

- - Access free content without registering.
- - Access paid content after signing up and completing a payment.
- - Book consultations and select preferred communication platforms.

4.2. Core Functional Capabilities

1. Payment Gateway Integration:

- - Secure payment gateways (Stripe, PayPal).

- - SSL certificates for secure data handling.

2. Booking System:

- - Calendar feature to allow users to book based on available dates.
- - Integrate with Google Calendar for sync between user and admin schedules.

3. Video Streaming & Course Management:

- - Free video streaming directly on the platform.
- - Paid videos should be securely hosted and accessible only after payment.
- - Download options for course materials (PDFs, Docs).

4. Responsive Design:

- - Mobile-friendly across all device sizes (desktop, tablet, and mobile).
- - Optimized user interface for various screen sizes.

5. Notifications & Alerts:

- - Automatic email confirmations and reminders for bookings.
- - Notifications for new courses, paid content, and blog updates.

5. Non-Functional Requirements

5.1. Performance

- - The website should support high traffic and perform optimally, loading pages within 3 seconds.
- - Ensure that video streaming works smoothly even with low to medium bandwidth.

5.2. Security

- - Encryption: SSL certificates to ensure secure transactions and user data privacy.

- - User Authentication: Password hashing and user session management to prevent unauthorized access.
- - Payment Security: Compliance with PCI-DSS standards for payment processing.

5.3. Scalability

- - The platform should be designed to handle increased traffic, users, and content as the Apam Inspires brand grows.
- - The architecture should allow for future enhancements, such as adding new course categories or live-streaming capabilities.

5.4. Usability

- - User-friendly navigation with intuitive dropdown menus and easy-to-locate content.
- - Onboarding flow for new users to guide them through account setup, course access, and bookings.

5.5. Maintainability

- - Admin-friendly CMS to easily update courses, videos, and blog posts.
- - Regular updates and maintenance without affecting website performance or user experience.

6. Technical Requirements

6.1. Hosting & Domain

- - Domain:
- - Hosting: Reliable cloud-based hosting (e.g., AWS, DigitalOcean, or Google Cloud) with automated backups, scaling options, and high uptime guarantees.

6.2. Technology Stack

- - Frontend: HTML5, CSS3, JavaScript (with a framework such as React, Vue.js, or Angular).
- - Backend: PHP (Laravel) or Node.js for server-side functionality.

- - Database: MySQL or PostgreSQL for data management (user accounts, course content, bookings, payments).
- - Video Hosting: Use a third-party service like **Vimeo** or **Wistia** for secure video hosting, with integration for payment-based access.

6.3. Third-Party Integrations

- - Payment Gateways: Stripe, PayPal for secure transactions.
- - Communication Tools: WhatsApp, Google Meet, Zoom for booking consultations.
- - Google Calendar Integration: Sync consultation booking with both admin and user calendars.

7. Dependencies

- - A reliable payment gateway setup with Stripe or PayPal.
- - Integration with video hosting platforms to support video streaming for both free and paid content.
- - WhatsApp, Google Meet, and Zoom APIs for consultation management.

8. Assumptions

- - Apam Inspires will provide all necessary content (videos, courses, blog posts).
- - Users will have access to stable internet connections to stream video content and complete payments.
- - Payment gateways will be set up in compliance with local regulations.

9. Risks & Mitigation

- Risk: Payment gateway issues.

- - Mitigation: Set up multiple payment gateways (Stripe and PayPal) to ensure smooth transactions.

- Risk: High traffic during launch causing slow performance.

- - Mitigation: Use scalable cloud hosting solutions (e.g., AWS) with CDN integration for faster content delivery.

- Risk: Video content piracy.

- - Mitigation: Use secure video hosting solutions that prevent unauthorized downloads and screen recording.

10. Approval & Sign-Off

- Prepared by: Pency Egno
- Approved by:
- Date of Approval: 14 -sept