
KEDA CLOTHES

Keda Clothes

Project Vision Document

Version 1.0

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1	October 11th, 2020	Benjamin Jenkyn	All	Created the vision statement
2	October 16th, 2020	Benjamin Jenkyn	Matthew Mukherjee	Edited statements and checked for grammatical errors
3	October 17th, 2020	Benjamin Jenkyn	Justin Cruz	Edited user stories
4	October 18th, 2020	Benjamin Jenkyn	Manjot Sidhu	Finalized the document

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1 Introduction

The purpose of this document is to give the reader an insight into why we are creating this app, what we want out of this app and how we aim to achieve our goals. We will also be talking about the potential business opportunities as well as why stakeholders would be interested in participating in our app as well as any concerns they may have about investing.

1.1 Purpose

The purpose of our app is to provide a platform that will allow owners of rare clothing and accessories to rent them out to our users to wear. We aim to measure the rarity of the garments according to demand and availability as well as using a few third-party websites which will also help us determine the value. In the future we hope to expand to work with other local businesses to help determine the legitimacy of the garments that get rented as well as add a verified user feature to help determine users that do not rent fake products.

1.2 Scope

This app is specially designed for those individuals that are passionate about streetwear and hypebeast clothing. account registrations will be verified through the app and once that is complete users will have access to the application services.

This app will cater towards iPhone users only for now, however if the application becomes popular amongst android users we may consider building an android application later on.

1.2.1 In Scope

The main object of this project is to create an iOS application which will provide the following features:

- **A contactless Payment method:** The ability to pay through the app instead of in person or outside of the app
- **In-App Messaging:** The ability for customers to contact renters in order to ask questions about the products they are renting
- **Authentication Checking:** Checking to see if the clothing that is being listed is both legitimate and in good condition
- **Posting page & Rental Reviews:** A page where the user can scroll through various clothes and apparel and a different page where the user can leave reviews about the renter they received a product from
- **The ability to keep track of active rentals:** A feature that will allow users to see the items they have rented as well as the duration that the customer has left to use it.

- **Search functionality:** The ability to search through the app to find specific apparel and accessories

1.2.2 Out of Scope

This application will work with other companies to help verify the legitimacy of clothing as well as to help with determining items that will be rented out on the app.

- The ability to purchase clothing as well as to rent clothing. Have a featured section of paid promotion.
- Cross-platform to other types of devices.
- Damages or loss of clothes through delivery.
- Return of damaged clothing to original owner.

1.3 Definitions, Acronyms, and Abbreviations

Term	Explanation
Keda	Company name
HypeBeast	A person who wears very rare and often very expensive clothing from high end brands.
App	A short abbreviation for Application

1.4 References

Reference File Name	Version	Description
N/A		
N/A		

Name	Link
Wrike	https://www.wrike.com/blog/what-are-project-assumptions/
Business Balls	https://www.businessballs.com/strategy-innovation/swot-analysis/
Stock x	https://stockx.com/

Grailed	https://www.grailed.com/
GOAT	https://www.goat.com/

2 Positioning

2.1 Business Opportunity

In the “HypeBeast” world there is a huge emphasis on rare and unattainable clothing, sneakers, etc. As a result, there is a large reseller market for these items, however, there is no market for resellers to rent their rare clothing out and make money that way. On top of this fashion trends are ever changing and these rare clothes remain expensive so our app would provide away for people who do not want to break the bank or search for extra room in their closets to try out and wear these clothes.

2.2 Problem Statement

The Problem of	Rare and expensive clothing that gets bought and sold out quickly
Affects	HypeBeast purchasers
The impact of which is	People cannot afford, or do not have the room, to always buy new clothing
Successful solution would be	For these individuals to rent clothing which would minimize the amount they spend as well as allowing them to wear in fashion clothing that would allow them to keep up with current trends

Table 1 Problem Statement

2.3 Product Position Statement

For	Owners of rare clothing and people who would like to wear higher end clothing but do not wish to rent
Who	Want to make money off of their rare clothes but do not wish to sell and those who want to wear rare clothes but do not wish to buy
The Keda app	Is a rental application for hypebeast clothing
That	Will allow you to keep up with fashion trends cheaper and more space efficiently than before
Unlike	Purchasing through mainstream channels or through resellers
Our product	Is easier to obtain and much cheaper than resellers

Table 2 Product Position Statement

2.4 SWOT Analysis

<Reference: <https://www.businessballs.com/strategy-innovation/swot-analysis/>>

Strengths	Weaknesses
Cheaper than purchasing	Wearing clothing devalues them greatly
Allows renters to make more profit than reselling due to the ability to rent to multiple people	Renting clothing you like means you need to give it back which can be unfortunate
Opportunities	Threats
Being able to work with different companies, especially local ones, will allow us to grow our business as well as help them expand theirs.	If a reselling service should decide to add the ability to rent it would be competition.
	People potentially stealing the clothes that they borrow to resell

3 Stakeholder and User Descriptions

3.1 Stakeholder Summary

Stakeholder Name	Represents	Role
Anjana Shah	Project Coordinator	Will answer all questions and concerns of other stakeholders involved in the project and she will be critiquing all sprints based off of business requirements.
Renters	The suppliers	These are the people that will be supplying the clothes to be rented out.
Clients	The main end users	These are the people who will be renting the clothing on our app
Benjamin Jenkyn	Back end Software Developer	Responsible for building and maintaining the back-end
Manjot Sidhu	Front end Software Developer	Responsible for building and maintaining the front end
Justin Cruz	QA Deployer	Responsible for the deployment of the app
Matthew Mukherjee	Database Authenticator	Responsible for authenticating a database

Table 3 Stakeholder Summary

3.2 User Summary

User Name	Description	Responsibilities	Stakeholder
Renter	End user of application	Will create a valid account that asks for specific registration requirements such as email, address, phone number etc. Additionally will need to set up the account to allow for authentication checking before renting out	Renter

		merchandise to client	
Client	End user of application	Will create a valid account that asks for specific registrations such as email, address, phone number etc. Additionally clients will have the opportunity to check authentication checking, reviews of renter and merchandise along with requesting for additional images of product.	Client

Table 4 User Summary

4 Stakeholder Requirements

ID	Requirement	Stakeholder
1	Able to have their items listed and available for rental.	Renters
2	Able to rent out their clothing while having the piece of mind that their clothing will return in one piece and if not then they will be compensated appropriately.	Renters
3	Ensuring that the customer receives high quality and legitimate clothing	Clients

Table 5 Stakeholder Requirements

5 System Features

ID	Feature	Stakeholder Requirement ID
1	We will allow users to rent clothing however they will be required to put down a deposit	1, 2
2	We will make sure that the owner posts pictures of the clothing that they are going to put up for rent as well as adding a "verified" feature to people who consistently rent out legitimate and quality products	3
3	The ability for customers and renters to contact each other to negotiate the pricing of the apparel as well as to sort out issues they may have with each other	3
4	Post and view information regarding rental and merchandise on display	1

5	Leaving and viewing ratings and reviews about the renter and product	3
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Table 6 System Features

6 Assumptions

- We go into this assuming that we will have the same resources available to us throughout the project.
- We assume that everyone will be able to do the work well and on time.
- We assume that the scope of the project will remain consistent throughout the time worked on this project.
- We assume the workload is based upon from previous experiences involving app development.

7 Constraints

- Some constraints we will face include no one on the team having any experience with graphic design making a beautiful design a little more difficult.
- Lack of financial resources for expansion and hiring of outside talents.
- Our timeline has us finishing the entire project by April 2021, Including time constraints from other responsibilities.