



Business Requirements Document (BRD)

Fusion Video Streaming

Introducing video streaming on Facebook

Business Requirement Document

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Business Requirements Document (BRD)

A) Version History

Version	Date	Author/Editor
1.0	02/05/2015	Disha Upadhyay

b) Approval

Stakeholder



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Business Requirements Document (BRD)

1. INTRODUCTION

1.1 Document Purpose

This Business Requirement Document (BRD) is the main working document for the implementation team involved in Fusion Video Streaming project throughout the project cycle. The purpose of this document is to describe business requirements of the introduction of new segment of video streaming in Facebook application completely, accurately and unambiguously in technology independent manner. All requirements in these documents are specified in business terminology and business language very little technical terminology is used in this document.

1.2 Project Background

Fusion Video streaming product enhances Facebook application by enabling its users to watch new movie releases on any electronic device. This application will provide new feature in the market for the end users to watch full movies without any interruption in their favorite social media Facebook site. There external hardware devices like a Roku, PlayStation, XBOX will be supported to download Facebook application. Users who are addicted to social media can now spend more time online using the video streaming feature and sharing their choices with friends. New service launched on Facebook would have 1.3 billion active users all over world and 208 million in USA as of June 2015. This large volume of data collected about users will help new application to understand choice of Facebook profile and give them recommendation of movies from data. Facebook will offer new product for consumers to streaming & downloading movies to their computer and watch them for period of 14 days after which it will be disabled. It also gives flexibility to watch video offline within 14 day period.

1.3 Intended Audience

The main intended audience for this document are the business stakeholders, project team members such as Eagle sponsored, Project Manager, Business analyst, Developer, Advisor and testers involved in the proposed application development.

Intended audience or end user of Fusion video streaming Facebook application are the employees of Fusion Video Streaming including Executives, board members and staff member worldwide.

1.4 Purpose of Business Requirement

The goals of business requirement are to provide:

Details of Business Requirement in Fusion Video Streaming People Facebook video streaming project with gap analysis, overview of the project including with objective, budget, stakeholders, intended users, estimated budget, assumptions, risks and dependencies involved in the project.

1.5 Business Goals

- a) Improve communication companywide
- b) Improve project management process and improve productivity
- c) Provide a centralized document sharing and tracking solution
- d) Create an open forum for employees
- e) Update the Fusion Video Streaming Website with new features
- f) Stay up to date with the latest business trends



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1.6 Benefits

This will lead Facebook to enter in new market segmentation. New network will help to grow business and video streaming and value added service industry of downloading videos at monthly nominal cost will attract user to join and used it service.

1.7 Stakeholder

Sr No	Name	Designation
1	Kitty Luis	Executive Sponsor
2	Wendy Chung	Executive Sponsor
3	James D'Souza	Executive Sponsor
4	Adrien Boysere	Operating Head
5	Arshad Khan	Developer
6	Sandy Joe	Program Manager
7	Joseph lily	Head of Quality Assurance
8	Livia chug	Head of Human Resource

1.8 Key Success Criteria

- Licensing fees/ Movie purchase cost must be reduced by 30% after service launch in 3 months.
- 30% more traffic to the company general news, announcements sections from previous years
- 15%-20% increase in the employee performance levels from last year



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1.9 Dependency on Existing system

- a) This Facebook project depends on existing own data system and infrastructure would be able to create an interface for employees.
- b) Other dependencies unknown.

1.10 Assumption

- a. Infrastructure such as servers, database, tools and other network resources are available.
- b. Users are committed to testing

1.11 Risks

RISKS	IMPACT
1. Customer selection for only Hollywood movie without TV series of Netflix.	HIGH
2. Competition in the market may develop same application with more added features.	HIGH
3. Customer Constraints	HIGH
4. Any change in design later will increase the budget ,resource and timeline	HIGH
5. Resources Constraints	MEDIUM
6. Technology Constraint	MEDIUM
7. Lack of flexibility in project schedule	LOW



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2. REQUIREMENT SCOPE

In Scope /Out of scope

In scope

- a) Allow user to browse their account and downloads video free at minimal monthly cost.
- b) Allow user to give suggestion on their preference for movies.
- c) Online renewal service or no extra cost for cancellation service.

Out of scope

- a) TV series options are not available.
- b) Video albums are not available
- c) Other linguistic movies other than English are not available

3. GAP ANALYSIS

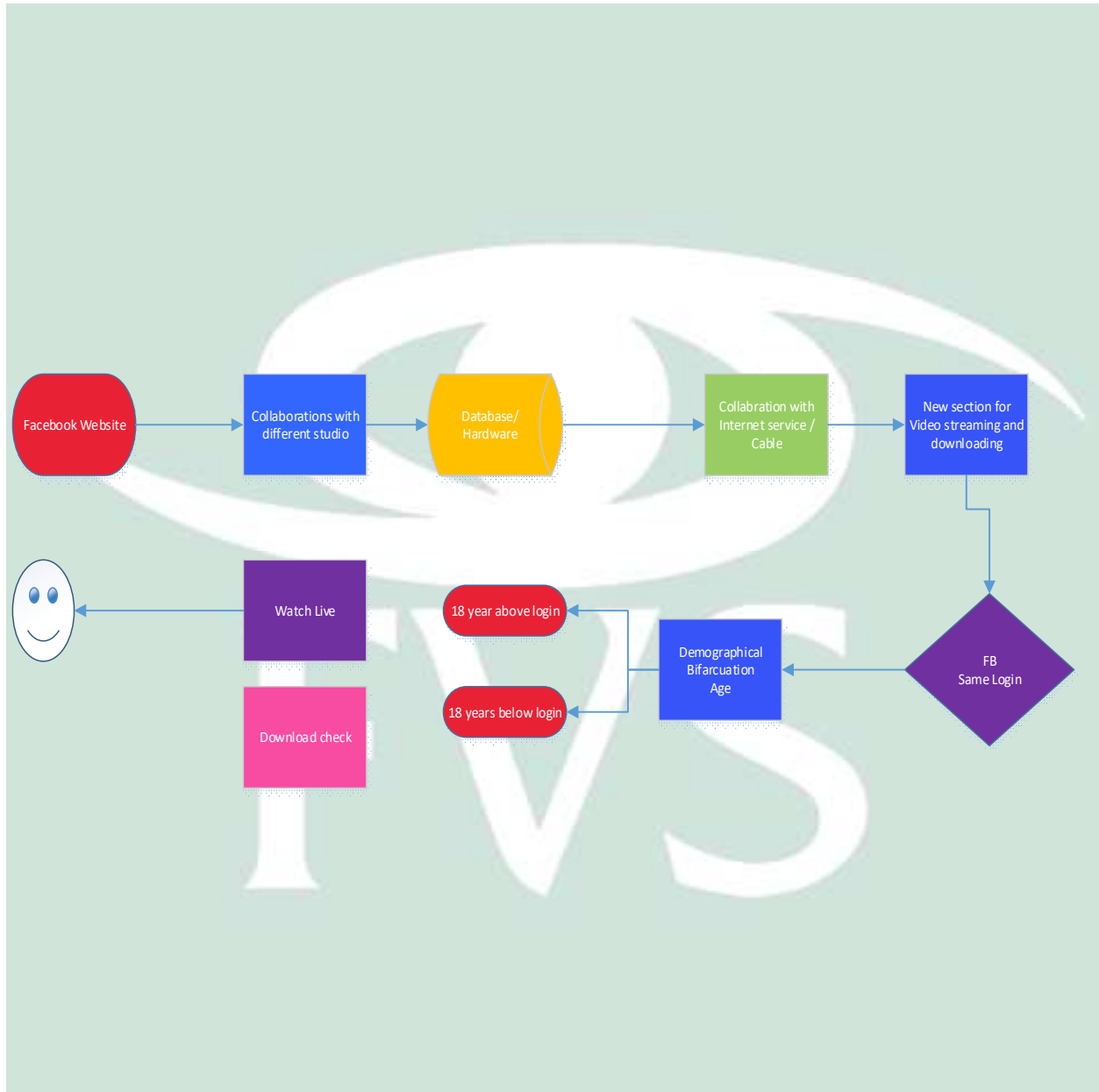
3.1 Product Overview

Fusion Project had observe Facebook which will offer new product till November 2015 for USA. Facebook's new product of streaming & downloading movies to their computer and watch them for period of 14 days after that it gets disabled. This gives flexibility to watch video offline within 14 day period. With cables that allow you to view movies on your computer or on your TV it is a very attractive development for the consumers. Not only that but with the internet being connected to video game consoles like XBOX and PS3 the Facebook movies can be stored on the hard drives of the consoles making them accessible at any time for the user. R&D team regularly survey on product and innovation of product. As per Facebook experience it proved to capture markets and update innovation stories on website regularly. New service will be launched within 9 months' time initially in USA market. This will enable penetration in new market segment because of wide database. Strong competitor for streaming video is Netflix currently.



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3.2. Business Model (AS-IS situation)





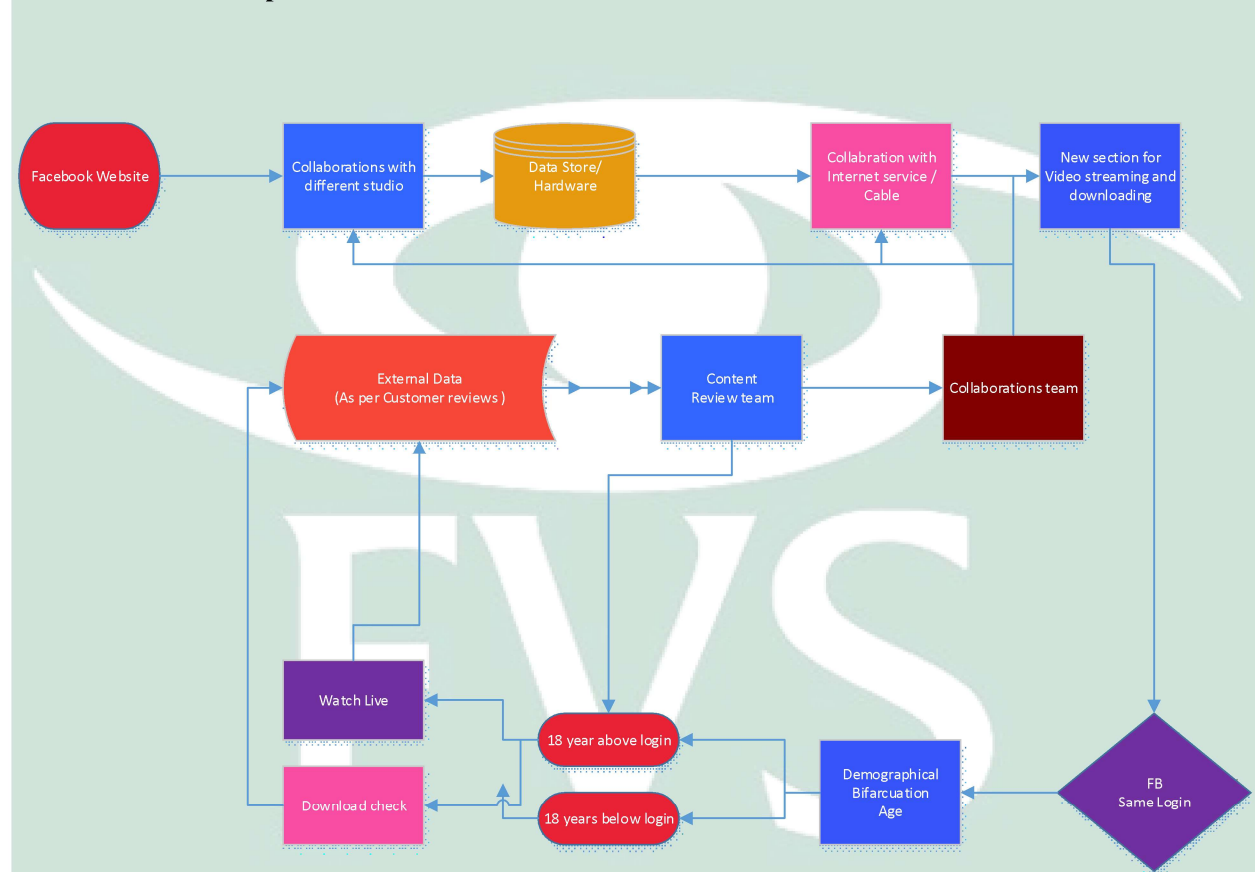
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3.3 Description of Diagram

New model will be introduced on Facebook page with same login method. For designing this product company will start internal designing and building network with Major studio like Disney, 20th Century Fox, Warner Bros etc.

Collaborations with internet service like Comcast and AT&T. New service will be introduced on website by bifurcating demographic age group below and above 18 years. This will help website to be kids friendly and also security of subscriber will be take care. Customer will be happy by receiving two service of Watch live & downloads.

3.4 Future Business process TO BE situation



Gap analysis is done as per current situation .Here are changes in new service design. Introduction of external data such as survey from customer feedback for the service, quality of video, downloading, cable connection and suggestion of movies is important. This all data will be collected by content review team and pass on information to Collaborations team for better service like Collaborations with Major studio/Collaborations with Internet service. Content review team will also review customer database on Facebook regarding their likes, choice and according to customer choice they will suggest movies from search engine .For example :-Romantic, Action, Drama, Documentary etc. Even movie reviews and rating will be provided to customer through new process.



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4. BUSINESS REQUIREMENTS

BRD	Description	Priority
BRD1	Challenges in creating New market segment	P1
BRD2	Understand customer Requirement in video streaming Industry	P1
BRD3	Create Online portal for users	P2
BRD4	Create online catalogue and advertise in every search engine	P2
BRD5	Licensing Fees/Movie purchase cost directly from producer or Distributor	P3
BRD6	Cost related to streaming capacity on portal	P1
BRD7	Collaboration with video content service	P1
BRD8	Collaboration with content distribution network	P1
BRD9	Designing of new product	P2
BRD10	Require Hardware (space) to store movie .So customer can download it for 14 days.	P2
BRD11	Quality of video must be maintain	P2
BRD12	Customer free service cost must be covered in 6 months	P3
BRD13	Portal must be design in user friendly way	P2
BRD14	Highly focus on customer requirement on current release	P1
BRD15	Require R& D team to regular survey on product or innovation of product	P3
BRD16	Have to tie-up with internet provider and portal for adding new product	P3
BRD17	Kids friendly. Introduce some of series of Harry potter and latest release	P2
BRD18	Providing virus free and without cookies file to download	P2



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5. BUDGET AND RESOURCE ESTIMATE

Total estimated budget for this project over 5 months period is US\$37, 12,600.00 including project personnel and other resources identified currently.

Resources	Estimated Performance Period in Months	Estimated Cost
Personnel:		
Project Manager (1, 50% efforts)	5	\$ 120,000.00
Business Analyst (2)	5	\$ 160,000.00
Functional Analyst (2)	3	\$ 160,000.00
Developers/Programmers, web designer	5	\$ 60,000.00
Database Administrator	5	\$ 50,000.00
System Administrator	4	\$ 55,000.00
Testers (3,offshore)	4	\$ 57,600.00
User training		\$ 20,000.00
Sub Total:		\$ 682600.00
Other Infrastructure, Licenses, servers, software costs		\$ 30,00,000.00
Travel, phone and other communication costs		\$ 20,000.00
Misc.		\$ 10,000.00
Total		\$ 37,12,600.00



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6. GLOSSARY/KEY TERMS

7. BUSINESS REQUIREMENT DOCUMENT APPROVAL

Signature: _____

Date: _____

Print Name: _____

Title: _____

Role: _____

Signature: _____

Date: _____

Print Name: _____

Title: _____

Role: _____