



VISION AND SCOPE DOCUMENT

UGLA SITE/BLOG BUILDER PROJECT

Abstract

Ougla project is initiated to provide an easier and faster way for content creators in need of a site to show their creativity

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1. Business Requirements:

1. The web app should allow users to create a blogging website and individual pages under that website.
2. Users should be able to choose their own custom domain name for their website.
3. The web app should provide a user-friendly interface for creating and editing content on the website and pages.
4. Users should be able to customize the design and layout of their website and pages, including the ability to add their own branding and images.
5. The web app should provide security features to protect user data and prevent unauthorized access to the website and pages.
6. Users should be able to easily publish and share their website and pages with others through social media and other platforms.
7. The web app should be accessible from any device with an internet connection.
8. The web app should have the capability to handle a high volume of traffic and ensure fast load times for users.
9. The web app should offer various pricing plans to suit the needs and budget of different users.
10. The web app should provide customer support to assist users with any questions or issues they may have.

1.1 Background

The idea for this web app arose from a need for a simple and user-friendly platform for individuals and businesses to create and customize their own professional blogging websites and pages. We noticed that many existing solutions were either too complex or too limited in terms of customization options, and we wanted to provide a solution that would be accessible to users of all skill levels. With the ability to choose their own domain name, users can truly make their blog their own and establish a professional online presence. Our goal is to make it easy for users to share their ideas, thoughts, and experiences with the world through their own custom-branded blog.

1.2 Business opportunity

There is a significant business opportunity for a web app that allows users to create their own professional blogging websites and pages with their own unique domain names. With the

increasing importance of online presence and digital marketing, more and more individuals and businesses are seeking ways to establish a professional online platform to share their ideas, thoughts, and experiences with the world. A web app that makes it easy for users to create and customize their own blogging website and pages, with their own unique domain name, would be highly attractive to these users.

In addition, there is a growing trend towards self-publishing and personal branding, and a web app that allows users to create their own professional blogging website and pages with their own unique domain name would be well-positioned to capitalize on this trend. By offering a range of customizable templates and design options, as well as a range of features and tools to support publishing and promotion, such a web app would be able to appeal to a wide range of users, from individual bloggers to small businesses and larger organizations.

Overall, there is a significant business opportunity for a web app that allows users to create their own professional blogging websites and pages with their own unique domain names, and this app has the potential to become a leading player in the digital publishing and marketing space.

1.3 Business objectives

1. To provide a user-friendly platform for individuals and businesses to establish their online presence and share their content with a wider audience.
2. To generate revenue through subscription fees or advertising.
3. To continuously improve and expand the feature set of the platform to meet the evolving needs of users.
4. To establish the web app as a leading provider of blogging solutions, with a strong reputation for reliability and customer satisfaction.
5. To facilitate the growth and success of our users by providing them with the tools and support they need to establish and maintain a professional and engaging online presence.

1.4 Vision statement

"For individuals and businesses who want to share their ideas, thoughts, and experiences with the world, our web app is the perfect solution. Unlike other blogging platforms that limit customization and control, our product empowers users to easily create and customize their own professional blogging website and pages, with their own unique domain name."

1.5 Business risks

There are several business risks associated with a web app that can create blogging websites and pages for different users with their own custom domain name:

1. **Competition:** There may be other platforms or companies offering similar services, which could lead to increased competition and difficulty in attracting and retaining users.
2. **Technology:** The web app may rely on complex technologies and infrastructure, which could pose risks if there are technical issues or failures.
3. **Data security:** The web app will likely handle sensitive user data, such as personal information and blog content. There is a risk of data breaches or other security incidents that could compromise user data and damage the company's reputation.
4. **Legal and regulatory:** The web app may be subject to various laws and regulations, such as data privacy laws, which could expose the company to legal liabilities if not properly compliant.
5. **Marketing and adoption:** The success of the web app will depend on its ability to attract and retain users. There is a risk that the app may not gain sufficient traction or be unable to compete with other platforms.
6. **Financing:** The web app may require significant resources to develop and maintain, which could pose financial risks if the company is unable to secure sufficient funding or generate sufficient revenue.

1.6 Business assumptions and dependencies

Business assumptions:

There is a demand for easy-to-use, customizable blogging platforms among individuals and businesses.

Users will be willing to pay for the ability to create and customize their own professional blogging website and pages with their own unique domain name.

Dependencies:

Reliable web hosting and infrastructure to support the creation and maintenance of multiple blogging websites and pages.

Domain name registration and management services to allow users to choose and use their own unique domain names.

User interface and user experience design to make the platform easy to use and navigate.

Marketing and sales efforts to reach and acquire customers.

Customer service and support to assist users in setting up and using the platform.

2. Scope and limitations**Scope:**

- The web app allows users to create and customize their own professional blogging website and pages, with their own unique domain name.
- Users can choose from a variety of templates and design options to create a visually appealing and professional-looking website.
- Users can easily add and edit content on their website, including text, images, videos, and other media.
- The web app provides tools for managing and organizing content, such as categorizing posts and scheduling publishing times.

Limitations:

- The web app does not provide hosting services, so users will need to have a separate hosting provider for their website.
- The web app does not offer advanced features for e-commerce or complex website development.
- The web app does not provide support for custom coding or integration with external tools and services.
- The web app may have limitations on the amount of content and features that can be added to a website, depending on the chosen plan or subscription.

2.1 Major features

Here are some potential major features for a web app that allows users to create their own blogging website and pages with a custom domain name:

- Custom domain name support: Users can choose their own unique domain name for their blogging website, giving it a professional and personalized touch.
- Website and page creation tools: Users can easily create and customize their own website and pages, including layout, design, and content.

- Customization options: Users have a range of customization options to choose from, including templates, themes, fonts, and colors, to make their website and pages look exactly how they want.
- Blogging tools: Users have access to a range of blogging tools, including the ability to schedule posts, manage comments, and track traffic and analytics.
- SEO support: The app provides users with the tools and resources they need to optimize their website and pages for search engines, including keyword research and optimization, meta tags, and sitemaps.
- Security and privacy: The app ensures that user websites and pages are secure and private, with features such as SSL certificates and password protection.
- Support and resources: Users have access to a range of support and resources, including tutorials, FAQs, and customer support to help them get the most out of the app.

2.2 Scope of initial release

Login and signup page with verification and validation with database entries.

2.3 Scope of subsequent releases

- Improved design and layout options: We will offer more templates and customization options to help users create a unique and professional-looking website.
- Enhanced social media integration: We will enable users to easily share their posts on various social media platforms and to automatically syndicate their content.
- Advanced analytics and reporting: We will provide users with detailed analytics and insights into their website traffic and performance, to help them understand and grow their audience.
- Enhanced security and privacy features: We will implement additional security measures to protect user data and ensure the privacy of users and their websites.
- Improved user experience: We will continue to optimize the user experience and make it easier for users to create and manage their websites, by adding features such as drag-and-drop design, one-click publishing, and more.

2.4 Limitations and exclusions

- Limitations on the number of pages or posts that can be created
- Limitations on the storage space available for media files
- Limitations on the level of customization available for the website design
- Exclusions of certain types of content that are not allowed on the platform, such as illegal or inappropriate material
- Exclusions of any liability for the content posted by users on the platform
- Exclusions of any warranties or guarantees regarding the performance or functionality of the platform.

It's important to note that these are just examples and the specific limitations and exclusions for a given web app may vary. It's always a good idea to carefully review the terms of service and any other relevant documents before using a web app to ensure that you understand any limitations and exclusions that may apply.