BUSINESS REQUIREMENTS DOCUMENT

PROJECT DETAILS

PROJECT NAME
Electrify Youth

CREATOR
Team8

DOCUMENT NO.	DATE	VERSION NO.
1	22 Mar 2024	2

1. EXECUTIVE SUMMARY SNAPSHOT

Executive Summary: Business Requirements Document for Phygital Tool
This document outlines the business requirements for a Phygital tool designed to engage young people (aged 17-25) in local elections.
Goal:
- Develop a user-friendly tool for local governments and organizations to gather youth input on policy issues.
Target Users:
- End User (Young Person): Interacts with the physical installation and web application to view information and express opinions.
- Supervisor: Guides young people while using the installation and may pause the flow, take notes, etc.
- Local Government/Organization Administrator: Creates and manages projects on the platform.
- Platform Administrator: Creates sharing platforms for client organizations and manages overall platform usage.
Functionality:
- Phygital Installation: A semi-public kiosk that attracts young people's attention and guides them through an informative flow on local elections. This flow can be linear or circular.
- Web Application: Allows young people to access the platform and provide additional ideas or feedback.
Key Requirements:
- Usability: The tool should be intuitive and easy to use for all user groups, with minimal technical knowledge required.
  Attractiveness: The installation should be visually appealing and engaging to attract young people's attention.
- Accessibility: The platform should be accessible in various EU languages and work with common hardware and software.
- Security: The tool must comply with data security standards for user information and application access.
- Multilingual Support: The interface should be displayed in different languages.
- Cost-Effectiveness: The installation should be built with robust and relatively inexpensive materials for easy transport and setup.
Testing:
Usability testing with young people will be conducted to refine the design and user experience.

Future Considerations:
- Integration of AI features like image recognition for potential future functionalities.
- Exploration of alternative approaches for gathering youth opinions beyond the physical installation.

This Phygital tool has the potential to bridge the gap between young people and local governments, fostering informed participation in the democratic process.

2. PROJECT DESCRIPTION

The primary purpose of this project is to create an engaging tool that motivates young people (aged 17-25) to learn about local elections and express their opinions on policy issues. This tool will empower local governments and organizations to gather valuable youth input for more informed decision-making.

Current solution:

- We are developing a dynamic tool tailored for youth engagement, designed to both gather their input and educate them on policy matters, local governance, and organizational structures. This tool operates as a fluid questionnaire with a circular flow, ensuring sustained engagement and interaction among the youth participants

Challenges:

- Low Youth Engagement: Traditional methods fail to effectively attract and engage young people, resulting in a lack of youth voice in local government decisions.
- Limited Accessibility: Current solutions may not be accessible to all young people, particularly those who are less tech-savvy or who lack access to online resources.
- Uninspiring Communication: Traditional methods often rely on dry, text-heavy formats that fail to resonate with young people's preferences for interactive and visually appealing experiences.

Why We Need This Project:
There is a critical need for innovative solutions to bridge the gap between young people and local government. This Phygital tool offers a unique opportunity to:

- Increase Youth Participation: By creating an engaging and interactive experience, the tool can encourage young people to learn about local elections and participate in the democratic process.
- Gather Diverse Input: The tool facilitates the collection of both quantitative data (through polls) and qualitative data (through open-ended questions) to provide a more comprehensive understanding of youth perspectives.
- Enhance Decision-Making: By incorporating youth voices, local governments can develop policies and initiatives that are more relevant and responsive to the needs of young people.

This project has the potential to revolutionize the way young people engage with local elections, fostering a more inclusive and democratic society.

3. PROJECT SCOPE

Objective: Design a Phygital tool for engaging young people in decision-making processes. The tool should be adaptable for use by various organizations seeking input from young individuals on matters such as infrastructure, civic engagement, and policy priorities.

Project Goals:

1. Develop a user-friendly Phygital tool capable of gathering feedback from young people.
2. Create a platform that can be easily customized for different organizations and purposes.
3. Facilitate user testing with a focus group, specifically the youth council of a municipality, to gather insights for refining the tool.
4. Provide actionable insights to organizations regarding young people's preferences, motivations, and barriers to engagement.
5. Produce an action plan for the youth council based on gathered insights to increase young people's participation in local elections.

Deliverables:

1. Phygital tool prototype.
2. Customized version of the tool for the youth council.
3. User testing report with actionable insights.
4. Action plan for the youth council based on insights.
5. Customized version of the tool for the second case organization.
6. Documentation of tool features and customization process.
7. Final presentation slides summarizing project outcomes and recommendations.

Costs:

- Research and development expenses
- Design and software development fees
- Testing and data analysis costs
- Project management fees
- Miscellaneous expenses (printing, documentation, etc.)

Deadlines:

- Research and analysis: 2 weeks
- Tool prototype development: 3 weeks
- Customization for youth council: 1 week
- User testing sessions: 2 weeks
- Data analysis and iteration: 3 weeks
- Customization for second case organization: 1 week
- Documentation and final presentation: 1 week

IN-SCOPE ITEMS	OUT-OF-SCOPE ITEMS
- Design and development of the Phygital tool.	- Implementation of the action plan for the youth council (implementation will be their responsibility).

• Customization of the tool for the youth council's specific needs.	• Long-term maintenance and support of the tool beyond the project timeline.
• Coordination and facilitation of user testing sessions with the youth council.	• Engagement with additional organizations beyond the two specified cases.
• Data collection and analysis of user feedback.	• Legal and regulatory compliance beyond basic data protection measures.
• Integration of customization options for multiple organizations into the tool.	• Extensive marketing and promotion of the tool (limited to demonstration purposes).
• Presentation of findings and recommendations to stakeholders.	
• Documentation of the tool's features and customization process.	
• Iterative refinement of the tool based on user feedback.	

4. CLIENTS

Internal Clients	External Clients
Tree Company	Organizations
Levuur	Youths

6. Techniques used to gather information

Interviews: Conducting one-on-one or group interviews with key stakeholders to understand their perspectives, goals, and challenges related to the project. This allows for in-depth exploration and clarification of requirements.

Document Analysis: Reviewing existing documentation such as business plans, reports, process documents, and requirements documents to extract relevant information about the organization's goals, processes, and needs. This method helps in understanding the current state and identifying gaps.

Brainstorming: Engaging stakeholders in brainstorming sessions or monitoring social media channels to capture ideas, feedback, and trends related to the project. This approach fosters creativity and enables capturing of spontaneous insights.
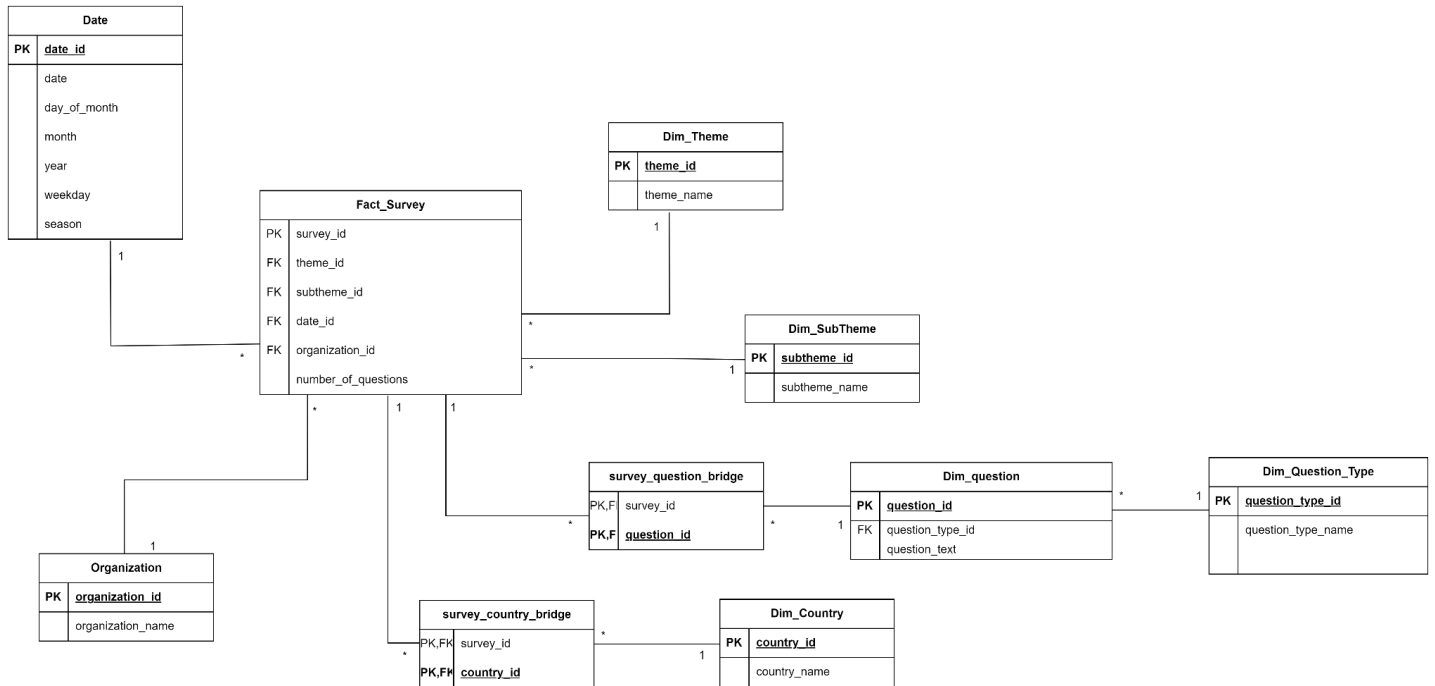
9. GLOSSARY

TERM/ABBREVIATION	EXPLANATION
Cost-Effectiveness:	Achieving the desired outcomes of a project or initiative while minimizing expenses and maximizing value.
Data Analysis	Examination of data to identify patterns, trends, and insights that inform decision-making and strategy development.
Decision-Making Processes	Procedures and methods used by organizations or individuals to reach conclusions or choose between alternatives.
Iteration	The process of revising and refining a product or system based on feedback and testing results, aiming for continuous improvement.
Multilingual Support	Capability of a system or tool to function in multiple languages, accommodating users from diverse linguistic backgrounds.
Phygital Tool	A tool that combines elements of physical and digital experiences to engage users. In this context, it refers to a tool aimed at young people to facilitate their participation in local elections.
Prototype	A preliminary version of a product or system, used for testing and validation before full-scale development.
question_type	The type of question (multiple choice, open question etc)
Security Standards	Established guidelines and protocols designed to protect sensitive information and prevent unauthorized access to data or systems.
Youth Engagement	Involving young people in activities, initiatives, or decision-making processes to empower them and address their interests and concerns.

10. REFERENCES

NAME	LOCATION
Tips	https://www.lucidchart.com/blog/tips-for-a-perfect-business-requirements-document
ChatGPT	https://chat.openai.com/c/d25543da-e74b-4c3d-a0e5-7b4441497322

Star Schema

Date

PK	date_id
	date
	day_of_month
	month
	year
	weekday
	season

Dim_Theme

PK	theme_id
	theme_name

Fact_Survey

PK	survey_id
FK	theme_id
FK	subtheme_id
FK	date_id
FK	organization_id
	number_of_questions

Dim_SubTheme

PK	subtheme_id
	subtheme_name

survey_question_bridge

PK,F	survey_id
PK,F	question_id

Dim_question

PK	question_id
FK	question_type_id
	question_text

Dim_Question_Type

PK	question_type_id
	question_type_name

Organization

PK	organization_id
	organization_name

survey_country_bridge

PK,FK	survey_id
PK,FK	country_id

Dim_Country

PK	country_id
	country_name

Analytical Questions

Q1. In which themes are the youths more interested?

Q2. What trends can be observed in youth engagement?

Q3. Does the distribution of question types affect youth engagement?

Q4. Which themes are most popular during specific seasons?

Q5. What organizations get the most questions?

Q6. What subthemes interest the youth?

Data Dictionary

DATA DICTIONARY	
ATTRIBUTE	DESCRIPTION
Fact_Survey	Fact table containing survey details and metrics.This consist of a list of questions attempted by a user
survey_country_bridge	Bridge table connecting surveys to the countries they were conducted in.
survey_question_bridge	Bridge table connecting surveys to their questions.
number_of_questions	The total number of questions in the survey.
organization_id	Foreign Key, links to Organization, representing the organization conducting the survey.
survey_id	Primary Key, unique identifier for each survey.
theme_id	Foreign Key, links to Dim_Theme, representing the theme of the survey.
subtheme_id	Foreign Key, links to Dim_SubTheme, representing the subtheme of the survey.
date_id	Foreign Key, links to Date dimension, representing the date of the survey.
Dim_Theme	Dimension table for survey themes.
theme_id	Primary Key, unique identifier for each theme.
theme_name	Name of the theme.
Dim_SubTheme	Dimension table for survey subthemes.
subtheme_id	Primary Key, unique identifier for each subtheme.
subtheme_name	Name of the subtheme.
Dim_Question	Dimension table for survey questions.
question_id	Primary Key, unique identifier for each question.
question_type_id	Foreign Key, links to Dim_Question_Type, representing the type of the question.
Dim_Question_Type	Dimension table for question types.
question_type_id	Primary Key, unique identifier for each question type.
question_type_name	Name of the question type.
Dim_Country	Dimension table for countries.
country_id	Primary Key, unique identifier for each country.
country_name	Name of the country.
Dim_Organization	Dimension table for organizations.
organization_id	Primary Key, unique identifier for each organization.
organization_name	Name of the organization.
Dim_Date	Dimension table for dates.