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NFR	Trigger Question	Impact	Answer	Strategy	Priority
Security	<p>Will the login access be created via social media accounts such as Facebook OR email services such as Gmail or the log in will be platform/software independent i.e. will this software be able to plug in /integrate to any other platform/software such as games , Netflix, or any other service or choice offering platform and will use the existing login details that is already there as the user will probably be already logged in</p> <p>Will there be any payment required to obtain any premium features assuming that there will be a free version available</p>	<p>Loss of business/customer data,</p> <p>Abuse of payment details by unauthorized third parties,</p> <p>Loss of customer's confidence and eventually revenue loss</p>	<p>Authorized access only</p> <p>Payment card industry compliant</p> <p>Transaction and activity logs recorded</p>	<p>Terms and conditions provided to the user at the time of registration or payment authorization</p> <p>Clarity on what information will be accessed of which account including payment</p> <p>Re login required upon inactivity of say two minutes</p>	Medium
Audit	Will usage behavior be recorded, analyzed and audited with a time stamp	Recommendations provided may not generate any matching interests for the user	All transactions and activity recorded and analyzed in timely manner	Smart use of analytics via cognitive learning	High
Performance	Will the recommendation	Irritated and frustrated user, Confused users,	Algorithm needs to be effective to determine the user	Low bandwidth	High

	<p>provided be relevant</p> <p>Will the platform be able detect ever changing usage behavior and able to adapt</p> <p>Will browsing through the recommendation list of items be simple offering easy navigation and have a logical reason behind the recommendation</p>	<p>Loss of consumers due to unpleasant experience while browsing</p> <p>Irrelevant recommendations will generate no interest from users making this an useless exercise</p>	<p>interest and needs to be cognitive to adapt t evert changing usage behavior or if a user has wide variety of taste...then the recommendations needs to be relevant enough</p>	<p>requirements, Machine (computer or mobile) independent performance, easy navigation via low page load requirements</p>	
Capacity	Will the traffic of users be supported at all times	<p>Many customers unable to use the web system as and when required/desired.</p> <p>Loss of revenue due to users not returning back to use the system due to frustrating experience</p>	<p>Enough hosting bandwidth allocated, infrastructure should be able to support unlimited concurrent user via elastic server and storage environment</p>	Elastic infrastructure deployment including server, bandwidth and data center arrangement	Low
Availability	Will the uptime of web system be 100%	<p>Loss of confidence among users including raised concerns about the privacy of their data if the system is down</p>	<p>99.999% uptime guaranteed infrastructure and backend support</p> <p>No downtimes and quick recovery plans</p>	<p>Legal vendor agreements in place for infrastructure with strict SLA, Penalties in the instance of breach , Incentive plans for infrastructure</p>	Medium

				<p>ure managers for 100% uptime in timely manner, Backup links and backup to backup links in place for internet and hardware/ software components</p>	
Reliability	Will the system be available and functional at all times?	Frequent failure of the system could result in loss of consumers and revenue of business	The mean time between failure rates should be minimal. If the system does fail the recovery should be instant	Legal vendor agreements in place for infrastructure with strict SLA, Penalties in the instance of breach , Incentive plans for infrastructure managers for 100% uptime in timely manner, Backup links and backup to backup links in place for internet	Low

				and hardware/ software components	
Recovery	Will the down time be minimal with no usage impact to the consumers	The increased downtime could result in frustration of consumer's faith in the company as it is a common practice to be recovery instantly fixed. This could result in raised data security concerns among users as well again reducing revenue and number of users	The recovery should be instant within a split second. It is easy to deploy solutions like these and again is a common practice	Legal vendor agreements in place for infrastructure with strict SLA, Penalties in the instance of breach , Incentive plans for infrastructure managers for 100% uptime in timely manner, Backup links and backup to backup links in place for internet and hardware/ software components	Low
Compatibility	How will the system work on different platforms such as iOS, android, windows and web. Will we need to integrate	Nonfunctional system with transaction errors and increased time to complete transactions, frequent crashes on different platforms.	This should be a key part of testing process before any production goes live and is available for the user to experience.	Testing procedure in place for any integration or deployment of any	High

	with payment card companies?	Frustrating user experience		upgrades or error fix.	
Maintainability	Will there be any frequent updates/upgrades required	Increased downtime and increased frustration among users	The maintenance work should be done in the background and should have no impact on the up time of the system	The regular maintenance should have zero impact on the up time. This could again be part of vendor and infrastructure manager SLA. If the downtime is unavoidable then the users should be notified beforehand.	Medium
Usability	Will the system be easy to use	Complex and non-user friendly platforms are never the popular ones and normally are often replaced by a competitive system concentrated merely on user friendliness. Failure to deploy a user friendly system could result in no business at all often coined as dinosaurs of systems as could go extinct easily	The system should cater to people of all ages and computer literacy, should be pleasant to use and should be consistent across all pages of its existence. The error prevention techniques should be used to avoid transaction errors.	This is a very complex and a broad concept. It derives from several fields including but not limited to heuristic evaluations, psychology	Extremely High

				y, expert panels, graphics and animations. Significant time should be spent on this concept including its R & D. The system should be able to cater to people of all ages including , all sorts of language and computer literacy skills	
Documentation	Will users have help docs available including their legal rights entitlement	Lack of privacy policies and legal entitlements declaration could be a legal breach with serious consequences. Help docs and FAQ could enhance user experience	Documentations tab available on all pages layout available for the user to click on to go through a list of available uploaded docs and links	Regular uploads at the backend of this doc tab and available links .constant updates to the doc if required to keep it updated	Low
Integrity	Will we have a log of data validation and fault tracking	Less visibility could pile on errors over time and reduce security and would make it impossible to	This is a complex thing to deploy and should be carefully considered .Would	Some use cases could be deployed in the start	Low

		enhance user experience if no analytics could be run on this log	require a lot of business use cases	of the system development. This however needs to be part of the system maintenance and needs to be a cognitive practice i.e. learn and deploy.	
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