

# Lab 6 | IT314 Software Engineering

Group: 25

LIC Market-Driven System

---

## Q1

### 1) Stakeholders

- Customers/Policy Holders
- Government of India
- Insurance Brokers
- Investors
- Policymaker
- Provider
- Payer
- Outsourcing company
- Retinodes Software Company

### 2) Users

- Customers/Policy Holder
- Insurance Agent
- Admin/Manager of Insurance Company
- Payer
- Banks

### 3) User Stories

- 1) As a customer I should be able to see all the policies that are available.
- 2) As a customer I should be able to create my own package and send a request for the review.
- 3) As a manager and employee, I want to create consolidated insurance packages, so that it can compete with the package provided by other insurance companies.
- 4) As a Customer I should be able to pay the premium of the policies periodically through the digital payment system or any other payment method.
- 5) As a Customer I should be able to bookmark some policies.
- 6) As a Customer I should be able to compare the different policies so that I can choose best for me.
- 7) As an insurance agent I should be able to track all the details of the policyholders that are under my assistance
- 8) As a Customer I should be able to renew my old policies.

- 9) As a customer, I should be able to send a request for review.
- 10) As a Customer I should be able to get the reminders of my policies.
- 11) As an Employee I should be able to track all the details of the policyholders that are under my assistance.
- 12) As an Employee I should be able to view all the package requests and provide suggestions accordingly.
- 13) As a Government Employee, I should be able to see the data and analytics in some time period so that I can submit the relevant data to the government.
- 14) As an Insurer I should be able to create an account.
- 15) As a stakeholder I should be able to suggest new policies to make the company grow
- 16) As an Employee I should be able to see all the total insurers of every policy for analytics
- 17) As a customer I should get regular updates
- 18) As a customer I should be able to upload documents

#### 4) Use MoSCoW method

- MUST(Mandatory)
  - As a customer I should be able to see all the policies that are available.
  - As a customer I should be able to create my own package and send a request for the review.
  - As a manager and employee, I want to create consolidated insurance packages, so that it can compete with the package provided by other insurance companies.
  - As a Customer I should be able to pay the premium of the policies periodically through the digital payment system or any other payment method.
- SHOULD(high priority)
  - As a Customer I should be able to bookmark some policies.
  - As a Customer I should be able to compare the different policies so that I can choose best for me.
  - As an insurance agent I should be able to track all the details of the policyholders that are under my assistance
  - As a Customer I should be able to renew my old policies.
  - As a customer, I should be able to send a request for review.
  - As a Customer I should be able to get the reminders of my policies.
  - As a customer I should be able to upload documents
  - As an Employee I should be able to track all the details of the policyholders that are under my assistance.
  - As an Employee I should be able to view all the package requests and provide suggestions accordingly.
  - As a Government Employee, I should be able to see the data and analytics in some time period so that I can submit the relevant data to the government.
- COULD(preferred but not necessary)
  - As an Insurer I should be able to create an account.
  - As a stakeholder I should be able to suggest new policies to make the company grow

- As an Employee I should be able to see all the total insurers of every policy for analytics
- WOULD(can be postponed for future implementation)
  - As a customer I should get regular updates
  - As a customer I should get reminders for payments

## Q2

List of market facing technologies helpful for this project:

- Content Management System
- Email Marketing, Social-media Marketing
- Customer Experience Software
- Marketing Attribution Software
- TV and Social Media Advertising
- Referral Programs

The above market facing technologies would be helpful as they would enhance the user experience. Since many customers will research online before purchasing an insurance, content management system which ensures a quality website with correct information will make the company look trustworthy. Email marketing and Customer Experience Software will keep the customer engaged with the brand. Marketing attribution software will help in deciding the correct strategies for marketing so that money is spent efficiently.

## Q3

Effective requirement engineering framework that can be used in market-facing projects

- Elicitation techniques,
- taking interviews of possible customers
- Brainstorming
- Develop and document Requirements
- check completeness
- Validate and manage requirements
- Market Research - taking survey of customers
- Stakeholder selection based on expertise of the product, sponsors and deliverables

Since there are no existing systems, an AGILE method like SCRUM can be used where the model is constantly updated as requirements change. It is driven by user stories and as our requirement analysis is focused heavily on user stories, this method will be suitable. This way, the development overhead would be less and potential users would be constantly involved in the development process.

## Q4

Possible un-feasible features:

- Automatic validation of documents is a valid requirement but its implementation is not possible

- Having 24x7 customer support is not feasible
- Having group policies with people of different ages would be tough to implement

#### **Q5**

A reason behind the customer making a customized package similar to a predefined package may occur when there are no search/sort/filter features available for the predefined packages. In order to avoid this defect we can provide the features mentioned above.

#### **Q6**

1. The first product wants to provide predefined packages but the second product wants the customer to build a package on their own.
  - a. Can be resolved if both products are merged and there is a way to suggest packages to the customer based on the parameters they are filling in their custom package.
2. The suggested price for a customer built package might be high from the point of view of the customer, but the system may not be able to lower the price simply because it has been designed that way.
  - a. Can be resolved by using a better estimating algorithm for the competing price.
3. The user might be able to manipulate the system into giving an existing package at a lower price.
  - a. Can be resolved by keeping a checking algorithm that can detect high similarities between custom and predefined packages.

#### **Q7**

1. 24 x 7 Availability as the system - someone might want to claim their insurance in case of an emergency
2. Easy UI so that customers can make their own packages easily.
3. Privacy
4. Faster response time, so that when the customer has made their package the system should provide the competing price for the package quickly.
5. Security to ensure that customer data and analytics for the company should not be leaked

#### **Q8**

1. Document Validation will not be possible automatically by the system, there needs to be a person assigned for it.
2. Can the user take out multiple policies at time - what will happen in case of conflicting policies

#### **Additional Question:**

Any service based system will have partly similar requirements like being able to customize and choose the required service.