Car renting application

Version <1.0>

Revision History

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# Introduction

[The purpose of this document is to collect, analyze, and define high-level needs and features of the <<System Name>>. It focuses on the capabilities needed by the stakeholders and the target users, and **why** these needs exist. The details of how the <<System Name>> fulfills these needs are detailed in the use-case and supplementary specifications.]

[The introduction of the **Vision** document provides an overview of the entire document. It includes the purpose, scope, definitions, acronyms, abbreviations, references, and overview of this **Vision** document.]

## Purpose

The purposes of a vision document for a car renting app are:

1. Sets a clear direction: The vision document outlines the overall purpose of the car renting app, providing a clear direction for the development team to follow.
2. Establishes goals and objectives: The document defines the goals and objectives that the app should achieve, such as increasing revenue, improving customer satisfaction, or expanding the user base.
3. Identifies the target audience: The vision document outlines the target audience for the car renting app, such as business travelers, tourists, or locals.
4. Describes the key features: The document outlines the key features and functionalities that the app should have to meet the needs of its target audience.
5. Defines the app's unique selling proposition: The vision document defines the unique selling proposition of the car renting app, which differentiates it from its competitors.
6. Helps with decision-making: The document serves as a reference point for decision-making throughout the development process, ensuring that all decisions are aligned with the overall vision and objectives of the app.
7. Inspires and motivates the team: The vision document can inspire and motivate the development team by providing a clear purpose and direction for their work, helping to ensure that everyone is working towards a common goal.

## Scope

The scope of a vision document for a car renting app includes a high-level overview of the app's purpose, goals, and objectives, as well as the target audience and key features that the app should have. Here are some specific components that may be included in the scope of a vision document for a car renting app:

1. Executive Summary: A brief summary of the overall purpose and goals of the app, and its unique selling proposition.
2. Market Analysis: A description of the car rental industry and its trends, including the target audience and competition.
3. Target Audience: A definition of the primary target audience for the car renting app, such as business travelers, tourists, or locals.
4. Key Features: A list of the key features and functionalities that the app should have, such as booking options, car availability, payment methods, and customer support.
5. Revenue Model: A description of how the app will generate revenue, such as through commissions, fees, or advertising.
6. Development Timeline: A timeline outlining the development process and key milestones, including launch date and post-launch updates.
7. Risks and Challenges: A description of the potential risks and challenges associated with developing and launching the app, and how they will be addressed.
8. Marketing and Promotion: A high-level overview of the marketing and promotional strategies that will be used to attract and retain users.

Overall, the scope of a vision document for a car renting app should provide a clear and comprehensive understanding of the app's purpose, goals, target audience, and key features, as well as the development process and potential risks and challenges.

## Definitions, Acronyms, and Abbreviations

[This subsection provides the definitions of all terms, acronyms, and abbreviations required to properly interpret the **Vision** document. This information may be provided by reference to the project’s Glossary.]

## References

[This subsection provides a complete list of all documents referenced elsewhere in the **Vision** document. Identify each document by title, report number if applicable, date, and publishing organization. Specify the sources from which the references can be obtained. This information may be provided by reference to an appendix or to another document.]

## Overview

[This subsection describes what the rest of the **Vision** document contains and explains how the document is organized.]

# Positioning

## Problem Statement

|  |  |
| --- | --- |
| The problem of | Not having a means of transport |
| affects | Tourists, business travelers and local people with no vehicles |
| the impact of which is | Slower and less comfortable transport to different places, or no access at all to some |
| a successful solution would be | Renting a car for a number of days |

## Product Position Statement

|  |  |
| --- | --- |
| For | People with no personal cars available to them |
| Who | Need to reach different places where public transport is not ideal |
| The (product name) | Is a car renting app |
| That | Offers an easy and convenient way of travel |
| Unlike | Busses or taxis |
| Our product | Makes people’s lives easier |

[A product position statement communicates the intent of the application and the importance of the project to all concerned personnel.]

# Stakeholder and User Descriptions

## Stakeholder Summary

[There are a number of stakeholders with an interest in the development and not all of them are end users. Present a summary list of these non-user stakeholders. (The users are summarized in section 3.2.)]

|  |  |  |
| --- | --- | --- |
| **Name** | **Description** | **Responsibilities** |
| Seller | Employee that communicates with clients and makes the offers. | Makes sure the client pays and the car gets in their possession. |

## User Summary

[Present a summary list of all identified users.]

|  |  |  |  |
| --- | --- | --- | --- |
| **Name** | **Description** | **Responsibilities** | **Stakeholder** |
| Business traveler | A client that has to reach meetings and attend work related issues and has used a plane to reach said destination | Be careful not to damage the car, fill it up with gas at the end of the rental period and pay for the time period they have used it. | Seller |

## User Environment

[Detail the working environment of the target user. Here are some suggestions:

Number of people involved in completing the task? Is this changing?

How long is a task cycle? Amount of time spent in each activity? Is this changing?

Any unique environmental constraints: mobile, outdoors, in-flight, and so on?

Which systems platforms are in use today? Future platforms?

What other applications are in use? Does your application need to integrate with them?

]

# Product Requirements

The app should run smoothly on any device, especially on mobile devices.