Vision and Scope Document

for

**Local Agricultural Promotion Web App – Rescue Agriculture Campaign**

**Version 1.0 approved**

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**Process Impact**

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**Revision History**

| **Name** | **Date** | **Reason For Changes** | **Version** |
| --- | --- | --- | --- |
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|  |  |  |  |

# Business Requirements

## Background

In Vietnam, the problem of agricultural product surplus due to overproduction, ineffective distribution channels, and market fluctuations has persisted for years. Many “rescue agriculture” campaigns are launched spontaneously, lacking coordination and technological support. Farmers and cooperatives struggle to reach consumers and promote their products, while buyers lack trusted information to make informed decisions.

Developing a digital platform is essential to digitize the rescue process, improving the connection between producers, consumers, sponsors, and volunteers through a centralized, transparent, and user-friendly system.

## Business Opportunity

The web app presents an opportunity to transition from manual “rescue” models to a digital-first approach, expanding the reach and sustainability of farmer support. Consumers gain access to transparent product information, can easily purchase goods, and share campaigns via social media.

For farmers, the platform provides tools to launch campaigns, manage stock, and engage directly with buyers. Sponsors, organizations, and volunteers also benefit from a transparent, efficient way to contribute, fostering a long-term community-driven agricultural support ecosystem.

## Business Objectives

- Increase agricultural product clearance rate by at least 30% within 6 months.  
- Reduce waste and inventory costs by at least 20% within 1 year.  
- Attract at least 2,000 registered users within the first 6 months.

## Success Metrics

SM-1: At least 70% of users rate their satisfaction ≥ 4 stars after purchases.

SM-2: 80% of campaigns reach their minimum goal within 30 days Vision Statement

SM-3: At least 40 farmers/cooperatives register within the first quarter.

## Vision Statement

For consumers who want to support local farmers and access affordable, quality produce, the Rescue Agriculture Web App is a web-based and mobile-responsive platform that enables browsing of verified campaigns, secure purchases, real-time updates, and community-driven participation. Unlike traditional, spontaneous rescue efforts managed through social media and manual coordination, this system offers a centralized, transparent, and efficient way to connect farmers, buyers, sponsors, and volunteers, ensuring timely sales and reduced agricultural waste.

## Business Risks

- R1: Low digital literacy among farmers (Probability: 0.6; Impact: 6)  
- R2: Insufficient logistics for bulk orders (Probability: 0.5; Impact: 7)  
- R3: Uneven product quality affecting platform reputation (Probability: 0.4; Impact: 8)  
- R4: Competition from large e-commerce platforms (Probability: 0.3; Impact: 6)

## Business Assumptions and Dependencies

AS-1: AS1: Farmers can access the Internet and provide product information..

AS-2: Logistics support will be available via volunteers or services..

DE-1: Community sponsors and partners will engage in media and financial support Scope and Limitations

 The platform must be hosted on a reliable server with CDN support for fast image delivery.

 Responsive design must be ensured for both desktop and mobile devices in the initial version.

 Short instructional videos (2–5 minutes) should be created to onboard users.

 Mobile applications (iOS and Android) are planned for future phases depending on available resources.

# 2.Scope and Limitations

## 2.1. Major feature

FE-1: Homepage displaying featured campaigns, platform mission, and statistics

FE-2: User registration (buyers, farmers, admins, and volunteers).

FE-3:Create and approve agricultural product campaigns

FE-4: Shopping cart, checkout, and order tracking

FE-5: Messaging center, notifications, and product reviews

FE-6: Help center, social media sharing, and multilingual support

FE-7: Admin dashboard for campaign approval and system analytics

## 2.2. Scope of Initial and Subsequent Releases

| **Feature** | **Release 1** | **Release 2** | **Release 3** |
| --- | --- | --- | --- |
| FE-1, User registration & login | Email/password login for buyers and farmers | Volunteer and sponsor accounts added | Mobile login suppor |
| FE-2, Campaign creation & management | Farmers can create and edit campaigns before approval | Campaign analytics dashboard | Advanced scheduling tools |
| FE-3, Cart & checkout | Basic cart and COD/transfer payment | Online payment gateway integration | Loyalty points system (optional) |
| FE-4, Messaging & notification center | Basic 1-to-1 chat and notifications | Group messages and order-based alerts | Push notifications (via mobile app |
| FE-5, Admin dashboard | Approve/reject campaigns, view user list | View analytics and platform reports | Export data and advanced moderation |
| FE-6, Product inventory | Not implemented | Farmers can manage stock and auto-disable out-of-stock products |  |
| FE-7, Sponsorship & acknowledgment | Not implemented | Sponsors can contribute and be listed publicly |  |
| FE-8, Volunteer registration and dashboard | Not implemented | Volunteer registration and dashboard |  |
| FE-9, Mobile app | Not implemented |  | iOS and Android apps with order tracking |

## Limitations and Exclusions

LI-1: The platform does not guarantee the actual quality of agricultural products, as it depends on the sellers.

LI-2: Initial delivery services will be limited to Hanoi or specific operational zones.

LI-3: The platform does not directly handle disputes; it only acts as a supportive intermediary.

# Business Context

## Stakeholder Profiles

| **Stakeholder** | **Major Value** | **Attitudes** | **Major Interests** | **Constraints** |
| --- | --- | --- | --- | --- |
| Farmers/Cooperatives | Sell products, increase income | Sell products, increase income | Easy-to-use platform; fast approval of campaigns; tools to manage inventory | Limited digital literacy |
| Buyers | Convenient access to fresh, local produce | Supportive if platform is trustworthy and transparent | Product quality assurance; secure payment; delivery tracking | Internet access; delivery zone limitations |
| Admins | Control over platform operations and safety | Committed to effective governance | Efficient review tools; user management; content moderation | Limited staffing in early phases |
| Volunteers | Contribute to community and logistics efforts | Enthusiastic but need coordination | Clear task lists; flexible scheduling; performance tracking | Availability varies |
| Sponsors | Brand exposure; social responsibility | Supportive if impact is visible | Public recognition; donation tracking; impact metrics | Limited budget; prefer transparency |

## Project Priorities

| **Dimension** | **Constraint** | **Driver** | **Degree of Freedom** |
| --- | --- | --- | --- |
| **Features** | All features scheduled for release 1.0 must be fully operational | ✔ | Some minor features may be delayed to later releases if time/resources are limited |
| **Quality** | 95% of user acceptance tests must pass; all security tests must pass | ✔ | Minor cosmetic issues may be fixed post-launch |
| **Schedule** | MVP must be available within 3 months | ✔ | Delay up to 2 weeks acceptable without sponsor review |
| **Cost** | Project should remain within approved budget |  | budget overrun up to 15% accept able without sponsor review |
| **Staff** | Team includes: 1 PO, 1 part-time Dev Lead, 2 Developers, 1 UI/UX, 1 Tester |  | One more developer and part-time tester may be added if needed |

## Deployment Considerations

 The platform must be hosted on a reliable server with CDN support for fast image delivery.

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 Mobile applications (iOS and Android) are planned for future phases depending on available resources.