

Description:

Company ABC is an advertising marketplace that connects original data owners, buyers, and advertisers of new & unique digital media for purchase. Company ABC is a start-up and is now looking to build their platform using Blockchain technology.

The platform consists of the following users types:

- Original Data Owner: Is the content writer and owner of the digital media.
- Advertiser: This user type represents an individual or third party company who markets on behalf of the Original Data Owner.
- Buyer: This user interacts on the platform with the intent to purchase digital media.

Each user will have their own login to the platform. The Original Data Owner has the option to upload their digital media for sale and connect with an Advertiser for marketing. Using an Advertiser is optional for the Original Data Owner, however improves the chances of a sale. The Advertiser dictates their commission rate, however is negotiable between the Original Data Owner and Advertiser. The Advertiser produces marketing material and has the ability to connect directly with Buyers to provide such material. The Buyer simply enrolls onto the platform for purchasing. Negotiation can occur between the Buyer and Advertiser or Original Data Owner.

All transactions on the platform use Company ABC's unique coin called ABC coin. Upon enrolling into the platform, the user will need to purchase ABC coin via their credit card at a rate of \$1 CAD = 2 ABC coin. At any time, the user can "cash-out" by exchanging coins back to CAD at the same rate.

Each time a user purchases and cash-out, the transaction will be recorded to the blockchain. In addition, the transaction of a successful purchase will be recorded to the blockchain. The scope of the engagement is to build a web based platform.

The following is required to be documented

1. Scope
2. Plain text requirements for each user
3. Business rules for the entire solution
4. Use cases for following scenarios
 - a. Login
 - b. Password recovery
 - c. Buyer purchase of ABC coin
 - d. Buyer cash out of ABC coin
 - e. Original Data Owner uploading digital media
 - f. Purchase of digital media a Buyer