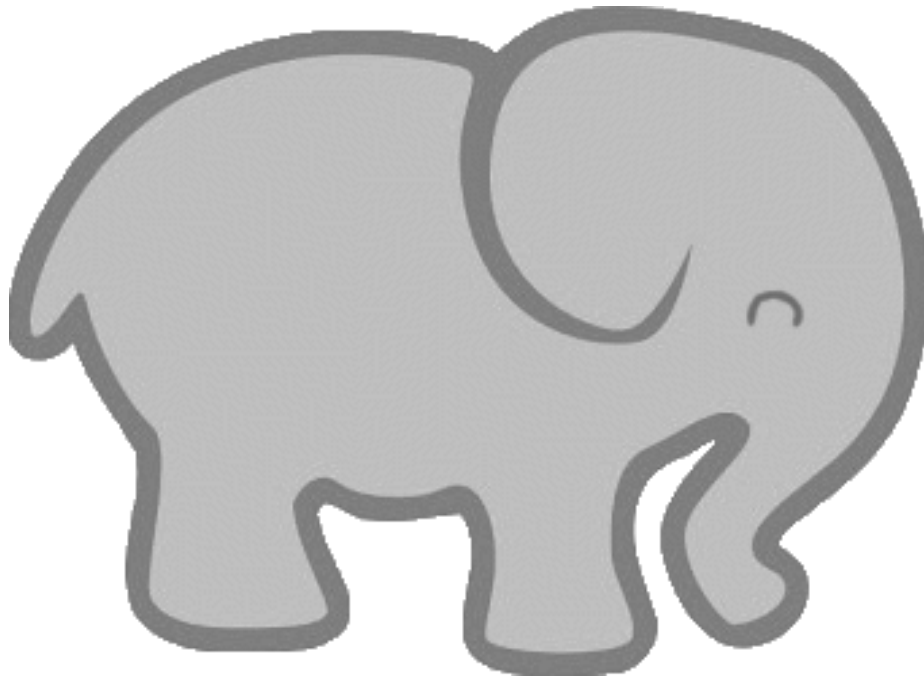


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# Vision and Scope Document

## NafnaNeistar



Prepared by Team 5:  
Hafþór Aron Tómasson, 300393-4119 [presenter]  
Helga Rún Hjartardóttir, 070198-2239  
Ólafur Jón Valgeirsson, 301094-3379  
Rut Bjarnadóttir, 250299-2229

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# **1. Business Requirements**

## **1.1 Background**

The idea of Nafnaneistar was spun to life while new parents-to-be had to decide on what to name their child. Getting an idea for a name and then reaching a mutual agreement with your partner can be a challenging task itself. There had to be a more modern way to review names and choose one together.

Turns out the idea itself is not new since foreign markets have access to this system in many different languages, but there is a need for such a system designed and fitted for Icelandic approved names.

## **1.2 Business Opportunity**

This product will be valuable for every parent-to-be that is going to choose a legal and allowed Icelandic name for their child. This product would suit a single parent, partners, or someone close to the child or the single parent that wants to help or be involved in the naming process. Also, it is for people who want to name their pets or other things.

Just like there is a constant flow of new babies being born, there is also a constant flow of one or more individuals who have to think of a name to give their child, that being said the business opportunity is never-ending if executed right. For example the year 2019 4.452 children were born, which means there were from 4.452 - 8.904 and maybe even more potential clients just made in a single year.

And since you could also use this product to find names for your pet, car, or various things you might want to name there could be even more potential clients.

## **1.3 Business Objectives**

The goal would be to make it easy for a parent to go through all allowed and legal Icelandic names and choose the one they like the most. The complete solution will make the whole experience simpler, easier, and more intuitive and allow partners to come to a decision together while saving time.

## **1.4 Success metrics**

The success metrics would be measured in our customers' satisfaction and by how many users use Nafnaneistar on a regular basis at each time. We would like to see an increase in users relative to the number of baby's that are born every year. If over 75% of our users prefer our system after using it for some time we would call it a success.

## 1.5 Vision Statement

**For** parents to be

**who** need ideas for names

**the** NafnaNeistar

**is** a name suggestion tool

**that** will provide a personalized list of every name allowed in Iceland

- The system will store every name allowed in Mannanafnanefnd
- This system will gather a list of favorite names.
- The system will allow sharing favorite names between users.
- The system will make the process of going through names and storing favorites much more efficient than just browsing allowed names, thus saving time.

**unlike** the uncatered to Iceland name recommenders

**our product** will ensure that the recommended names are allowed and legal in Iceland and that you can name your child the name you choose, also if a user has linked a partner account then the possible names are only those that both have favorited.

## 2. Scope and limitations

### 2.2 Scope of the initial release

#### Functional requirements:

- Accessible via app distributors.
- User-accounts can be created.
- Generates “name-cards” for users to accept or decline.
- “Name cards” are categorized as female, male or other.
- Favorited “name-cards” are stored for later viewing.
- Users can link their accounts.
- Linked accounts create a set where both users have favorited the name.
- A set of names that linked users have favorited are stored and viewable.
- Sets of accepted names are categorized as female, male or other.
- Users receive push notifications when applicable, e.g. linked users favorite the same name.

#### Quality requirements:

- Each “name-card” will be according to Icelandic naming legal standards.
- Each “name-card” will appear and become responsive to user inputs within 2 seconds 90% of the time.
- Generating and showing the list of user-accepted names takes within 5 seconds 90% of the time.
- The app will be compatible with some of the older versions of Android, as long as it won't sacrifice much performance of newer versions.

### 2.3 Scope of subsequent releases

- Users will be able to graphically see statistical data about names, such as popularity.
- Users will be able to graphically compare statistical data about different names.
- Users will have the option to use the product without an internet connection, with a limited set of features, which will include selecting names to the user's favorite list.
- Users will be able to add custom names to their favorite list.

## **3. Business Context**

### **3.3 Deployment considerations**

Since our product will be used mostly via smartphones or similar smart devices it is crucial that obtaining the product is trivial and easy. We have to test it out and verify that the experience is good whether you are using a small phone, large phone, and is not operating system dependent.

On our official webpage, we would have instructions for installing the app for the supported operating systems.

For the app to be available at first and for users to obtain it, an Internet connection is required, and the appropriate smart device to interact and use the app is also a fundamental component.

The target audience would be parents to be and so the ads would be directed at a specific group that is most likely to match their criteria.

Since the total active users will hopefully be near the total of new babies born every year we can expect a continuous flow of interaction with our app so we will have to account for an infrastructure that can handle it.

The app user interface is intuitive and fairly simple so with only a small introduction and an easily readable and simple button environment a user should be familiar and comfortable with using the app.

Hopefully, the product roll-out itself will be a success but only time will tell if our server will be able to keep up with all of the users that are using the app concurrently without impacting the overall experience.