**MaidEase**

**Business Requirements Document**

Project: MaidEase

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# **Project Overview**

This document describes the business/user requirements for the MaidEase application that will provide the basis for the following project activities:

* Introducing business/user requirements.
* Creating test plans and test specifications.
* Identifying stakeholders.
* Devising solutions to project tasks.
* Produce an application that will enable users subscribe to various subscription plans and receive  
  the healthy products that are easy to prepare at their doorsteps.
* Determining when the project is complete.
* Assessing the degree to which the project succeeded.

# **Document Information**

* 1. **Audience:**

|  |  |  |
| --- | --- | --- |
| **Name** | **Business Group** | **Role** |
| Ad Agencies | Marketing Department | Partner/Supplier |
| Recruitment and verification | Human resources and Quality analyst department | Partner/Supplier |
| Payment Merchants | Payment Processing Department | Partner/Supplier |
| Digital services for small business | Sales and Marketing Department | Partner/Supplier |
| Service providers/Associates for various professions like childcare, pet care etc. | Order and Delivery Department | Partner/Supplier |
| Customers | Orders and Delivery Department, Customers Service Department | Web Application users |

# **Business Opportunity**

## **3.1 Project Overview and Background:**

MaidEase is an online portal that connects customers with household service providers, such as house cleaners, dishwashers, and laundry specialists. MaidEase's main goal is to save time for busy professionals, frequent travelers, and physically disabled individuals who may have limited time or mobility to perform these tasks themselves. By providing a platform for service providers to showcase their services, MaidEase aims to facilitate the growth of their businesses and attract more customers. Additionally, MaidEase offers senior care and daycare services, providing a broader range of services for its clients. The need for household services is a common one, and in today's fast-paced world, finding reliable help can be challenging. MaidEase was created to address this problem by connecting customers with service providers quickly and efficiently. With an easy-to-use online portal, customers can search for service providers near them and view their profiles and reviews from other customers. On the other hand, service providers can register with MaidEase and showcase their services to a broader audience, increasing their chances of attracting new customers. MaidEase's focus on providing services for working professionals, frequent travelers, and physically disabled individuals reflects the growing need for convenience and accessibility in our modern society. Furthermore, the inclusion of senior care and daycare services in MaidEase's offerings highlights the company's commitment to meeting the diverse needs of its clients.

## **3.2 Current State Analysis:**

Modern lifestyles, increasingly hectic schedules, frequent travel, physical impairment, and family commitments leave little time for people to do household chores like cleaning, dishwashing, and laundry. As a result, people began to use various platforms to save time on home duties by searching online. Customers are unable to examine different websites in order to choose the one that is both financially useful and of high quality for their task due to a lack of time. To choose the ideal one for their consumers, they use various websites at random, leaving service providers perplexed about which platform to employ for their service marketing. The desire to locate home duties services on a single platform in a comparable and inexpensive manner led to an emerging trend of websites or platforms that offer household jobs such as house cleaning, dishwashing, childcare, elder care, and laundry with the nearest location. Websites like laundry angels, urban sitter, sitter city, and cloud kitchens are examples of this type. A comparable service will be offered by MaidEase using a contemporary and user-friendly platform for both clients and service providers. The project will be written in NextJS, Tailwind, JavaScript, and HTML5 for Front-end Technology as well as NodeJS, Firebase, MongoDB, GraphQL, and Postman for Back-end, and Database Technology. The planning process for the application is currently underway, and the development of the project will span two semesters at Pace University.

## **3.3 Future State Objectives:**

MaidEase is a website that aims to deliver high-quality home services that are efficient, dependable, and enjoyable for customers. They aim to expand their range of services to cater to different needs such as pet care, gardening, and handyman services. The platform aims to create a network of knowledgeable and reliable professionals who go through extensive background checks, training, and ongoing feedback to guarantee customers receive the finest service. By providing specialized solutions and putting in accessible features, MaidEase is committed to increasing accessibility for clients who are physically impaired. The platform also aims to utilize technology to improve the customer experience through online booking and payment systems, user-friendly apps, and smart home technology. MaidEase seeks to expand its services to new geographic regions to increase its customer base and maximize growth potential. This includes expanding to new cities, regions, and potentially even countries.

**3.4 Business Domain Model and Stakeholders:**

|  |
| --- |
| **Stakeholders** |
| Advertisement Sales Management |
| Subscription/ Account Management |
| Service Provider Management |
| Customer Support |
| Finance Management |

# **Diagram Description automatically generated**

**BRM Diagram**

# **Business Requirements**

# The main users of the MaidEase app will be able to register for an account and sign up for reasonably priced subscription options that include housekeeping services. Customers will be able to access all home services through the portal's user-friendly interface, while service providers will have a platform to grow their businesses and draw in new clients. According to the customer's needs, the service provider accepts the booking and provides the requested services.

## **Details of Business Requirements:**

* + 1. **Advertisement Sales Management:**
       1. Ability to login
       2. Ability to add, modify and remove ads.
       3. Ability to do market analysis.
       4. Ability to edit the targeting of ads.
       5. Ability to view user browsing history within the website only.
       6. Ability to filter advertisements list based on user preference.
       7. Ability to update advertisements.
    2. **Subscription/ Account Management:** 
       1. Ability to log in.
       2. Ability to look up customer/ service providers account history.
       3. Ability to manage customer/ service providers subscriptions.
       4. Ability to freeze account of customer/ service provider if they latter failed to pay the subscription fees,
       5. Ability to act as a lead point for customer/ service provider account management matter.
       6. Ability to prepare reports on account status.
       7. Ability to collaborate with sales team to identify and grow opportunities to attract more users towards the business.
       8. Ability to send promotional deal to customers / service providers.
       9. Ability to take feedback from customers or service providers, who no longer using the portal.
    3. **Service Provider Management:**
       1. Ability to log in.
       2. Ability to manage service provider’s account.
       3. Ability to check customer feedback and ratings for service provider.
       4. Ability to create service provider’s account.
       5. Ability to list the service provider’s list based on customer’s location and price range.
       6. Ability to advise service providers to adverts on portals to increase business.
       7. Ability to freeze service provider’s account if they get lot of negative client reviews and ratings.
    4. **Customer Support:**
       1. Ability to login
       2. Ability to look up customer/ service providers account history.
       3. Ability to add or modify the customer/ service provider information.
       4. Ability to chat with customer or service provider for query or issue.
       5. Ability to report technical issue as ticket so that product development team can solve it.
       6. Ability to solve customer or service provider queries.
       7. Ability to notified customer/ service provider once their technical issue is resolved.
    5. **Finance Management:** 
       1. Ability to allow payment processing for customer/ service providers subscriptions.
       2. Ability to allow payment processing for customer booking household service.
       3. Ability to verify all the payment forms.
       4. Ability to check order (booking) details such as total for subscription as customer booking.
       5. Ability to post order amount to corresponding bank statement of customer/ service provider.
       6. Ability to reimburse payments for any booking order.
       7. Ability to process the plan subscription payments.
       8. Ability to give/apply discounts.
    6. **Subscribed Users:**
       1. Ability to browse the website for the required services.
       2. Ability to register on our platform.
       3. Ability to fill in the registration information correctly.
       4. Ability to modify the created account information.
       5. Ability to delete his/her created account.
       6. Ability to login in and log out from the created account.
       7. Ability to enroll in subscription plan according to their needs.
       8. Ability to update the account information.
       9. Ability to update the password with the validations.
       10. Ability to select recurring payment if required.
       11. Ability to stop a subscription if needed.
       12. Ability to reach to customer support services if facing any difficulties.
       13. Ability to provide proper reviews about the services and goods they have used.
       14. Ability to find the used product or services on the platform.
       15. Ability to rate the products and services.
    7. **Subscribed Service Providers:**
       1. Ability to browse the site to find the available categories of services offered by the website.
       2. Ability to select one or more categories of service.
       3. Ability to register on our platform.
       4. Ability to fill in the registration information correctly.
       5. Ability to modify the created account information.
       6. Ability to provide availability details.
       7. Ability to delete his/her created account.
       8. Ability to login in and log out from the created account.
       9. Ability to enroll in subscription plan according to their needs.
       10. Ability to update the account information.
       11. Ability to update the password with the validations.
       12. Ability to select recurring payment if required.
       13. Ability to stop a subscription if needed.
       14. Ability to reach to customer support services if facing any difficulties.
       15. Ability to ensure timely service to the customer.
       16. Ability to update information on the website after completion of the service.
       17. Ability to report any issue faced before/during/after the service.

# **Non-Functional Requirements**

|  |  |
| --- | --- |
| **Category** | **Requirements** |
| **Usability** | The application GUI will provide a user-friendly intuitive design with all the features clearly displayed for the user |
| **Usability** | The application navigation will be self-explanatory by clear and concise descriptions and names of each section, as well as features will be clearly evident by proper location and naming |
| **Usability** | Accessibility will be supported for the disabled users as well |
| **Performance** | The application will be supported on different operating systems and browsers, and should not impact the user’s system capabilities |
| **Performance** | The application will be available for 24/7 without any interruptions, and regular maintenances will be scheduled to support the application |
| **Performance** | The application will support the concurrency where the users will be able to simultaneously browse the app, login & subscribe, make payments, shop the products |
| **Performance** | The application will have short response time to all requests and all the features should be available and not impacted by latency |
| **Security** | The application will be using the automated daily & weekly audits to detect the vulnerabilities. |
| **Security** | The application will use HTTPS protocols for any data exchanges, enforced TLS for all the email communications, and other encryptions that will be maintained on the server |
| **Database** | The application will be using the MongoDB database |
| **External System** | The application will be able to interface with the external data feeds from and to payment merchants, ad agencies, social media websites, etc… |

# **External Data Feeds**

* **Payment Gateway System**

Enables clients to pay for subscriptions plan by payment processing using credit cards or other payment methods and authenticating and billing them.

Enables processing refunds and giving back the money, the service allows its clients to receive reimbursements if an order was not fulfilled or there was an issue with the service.

* **Service Providers System**

The MaidEase application sends the Service Providers Department information about the order, including the address details and confirmation that the payment has been received.

Provides the ability for the Service Provider Department to provide the service status updates and tracking numbers for each service request.

* **Ads Management System**

Supplying the sponsored posts, the duration of the contract, and the ad rates to the application. The Service providers can sponsor ads on the platform.

The data on product performance and market analysis will be fed into the Advertising Platform system by MaidEase, which will also produce reports for trend analysts.

* **Social Media Platform System**

⮚ Enables platform to reach larger audience through different social media platforms.

⮚ The social media website will run based on customers searching pattern and purchase history to gain more customers to the platform.

* **Maps Systems**

⮚ The MaidEase Application enables customers to locate nearest household service providers.

⮚ The customer can navigate the application and select best suitable services based on their needs and location.

# **Business Risks**

The goal of this project is to deliver all essential household services on a single platform, making life easier for users, particularly busy professionals, and frequent travelers. This application aids the service provider in promoting and growing their company and attracting a growing number of clients. By providing timely and reliable services right at the clients' doorsteps, the competition would be eliminated. To keep customers coming back to our website, we will provide a range of subscription plans. We will be able to work on and provide new services to add to the application to keep the current consumers and draw in new ones by continuously assessing the market and user needs. We will also be able to develop successful product offers thanks to market and product performance analysis results.

From the technical perspective the company can face the risk of the software malfunctioning and cyber-attacks. There is a constant concern of vulnerabilities such as SQL Injection (SQLI), Cross-Site Scripting (XSS), Traversal Directory (TRV), Local File Inclusion (LFI) and Remote File Inclusion (RFI), Shell Code Injection, Directory Indexing (DI), Open Redirect (ORED), File Discover (FD), Common Vulnerabilities & Exposures (CVE) and others. The application will be subjected to automated daily & weekly audits to detect the vulnerabilities. It will also use HTTPS protocols for any data exchanges, enforced TLS for all the email communications, and other encryptions that will be maintained on the server. There is also a risk of application not being able to adapt to the new technologies fast enough to support the applications and stay competitive on the market. Maintaining and reusing the requirements and following the AORA will help our business to adapt faster to changes and develop new and upgraded features with ease and without waste of time on starting the projects from scratch.