**Service General Business Requirements**

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### Project Overview

This document describes the business/user requirements for the application Service General. These would provide a basis for the following project activities:

* Introducing business/user requirements.
* Creating test plans and test specifications.
* Identifying the stakeholders..
* Devising solutions to the project tasks.
* To produce a trustable application that the users require for performing some task and levying a brokerage fee once the transaction is successful.
* Determining when the project is complete.
* Assessing the degree to which the project succeeded.

### Document Information

**2.1 Audience**

|  |  |  |
| --- | --- | --- |
| **Name** | **Business Group** | **Role** |
| **Service Staff** | **Account management** | **Partner/Supplier** |
| **Advertising Agency** | **Marketing department** | **Partner/Supplier** |
| **Payment Processing Vendor** | **Finance department** | **Partner/Supplier** |
| **Customers** | **Account management & Customer service** | **Web Application Users** |
| **Independent Contractors** | **Account management** | **Partner/Supplier** |

### Business Opportunity

**3.1 Project Overview and Background**

The goal of Service General is to provide excellent communication and relationship building between clients and their freelancer and vice versa. The application will provide features that are easy to use such as an intuitive search by keyword, rating reviews and resources to make sure all users find their opportunity. The application serves as a connection between freelancers and self-starters to opportunities from individuals or companies looking for a specific job to be completed by a skilled freelancer.

**3.2 Current State Analysis**

Due to COVID-19 the economy has lagged and the unemployment rate has skyrocketed. Many people have turned to alternative means to get a paycheck. One of these ways are freelance jobs or contract jobs. These jobs focus on specialized skills with short to long duration time with high quality of work or service. This is a part of the gig economy. With a total of 55 million people making up 34 percent of the US economy. In 2020, we saw a 43% increase in the gig economy. With this many available workers and eager businesses wanting to take advantage of the specialization that freelancers offer, there is a big demand to create an effective means of communication, facilitation, and management between these two parties. This is what Service General aims to do.

**3.3 Future State Objectives**

Our future goals are to be competitive within the gig economy industry. As more people turn to freelancing and self-employment we expect a large increase in development of freelance employment applications. Our goal is to maintain a well developed ,accurate, and user-friendly search engine combined with a robust reputation of matching clients with well skilled and professional employees.

**3.4 Business Domain Model and Stakeholders**

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| --- | --- |
| **Stakeholder** | **Interest** |
| **Project Manager** | Responsible for planning,overseeing and leading projects from ideation through to completion. |
| **Project Members** | To actively work on one or more phases of the project contributing to overall project objectives while completing individual deliverables. |
| **Service Staff** | Uses our product to reach out to users and complete tasks. |
| **Credit Card Merchant** | An organization to accept and refund payments. |
| **End Users** | Individuals that use the application and pay for services. |
| **Independent Contractors** | Companies that use the application to provide services. |

### 4 Details of Business Requirements

**4.1 Finance Sector**

* 4.1.1 Ability to create daily, weekly, annual reports
* 4.1.2 Ability to access all transactions
* 4.1.3 Ability to allow payment processing
* 4.1.4 Ability to access Department budgets
* 4.1.5 Ability to process invoices
* 4.1.6 Ability to enter financial data
* 4.1.7 Ability to keep records of assets, liability, revenue, and expenses
* 4.1.8 Ability to perform account reconciliation
* 4.1.9 Ability to set-up payroll and taxes

**4.2 Customer service**

* 4.2.1 Ability to greet every customer with courtesy and professionalism.
* 4.2.2 Ability to establish a rapport with customers and make them feel valued.
* 4.2.3 Ability to communicate effectively between customer and staff.
* 4.2.4 Effectively utilizing and navigating internal resources to arrive at the right solution for the customer.
* 4.2.5 Multi-tasking skills, positive attitude, and ability to work in a team setting.

**4.3 Maintenance & Enhancements:**

* 4.3.1 Ability to Troubleshoot and to find root cause analysis
* 4.3.2 Ability to Support technical queries from customer care department
* 4.3.3 Ability to Debug issues and to fix them
* 4.3.4 Ability to Understand new requirements from Product team
* 4.3.5 Ability to Develop and Test new features
* 4.3.6 Ability to Conduct trainings with internal stakeholders on the new features developed
* 4.3.7 Ability to Assist the team on any other technical challenges

**4.4 Account Manager**

* 4.4.1 Ability to develop prospecting strategies
* 4.4.2 Ability to generate business opportunities
* 4.4.3 Ability to add value to sales process
* 4.4.4 Ability to build sales pipeline
* 4.4.5 Ability to identify referral opportunities
* 4.4.6 Ability to collaborate cross functionally with operations
* 4.4.7 Ability to analyze addressable market in nascent geographies
* 4.4.8 Ability to create demand for disruptive technology
* 4.4.9 Ability to become a critical part of the high performing team

**4.5 Marketing Department**

* 4.5.1 Ability to create strategies to help meet sales objectives.
* 4.5.2 Ability to conduct research and evaluate product demand.
* 4.5.3 Ability to Establish pricing strategies.
* 4.5.4 Ability to Identify the target audience.
* 4.5.5 Ability to determine the best way to reach the target audience.
* 4.5.6 Ability to develop advertising campaigns.
* 4.5.7 Ability to build brand awareness through various marketing mediums.

**4.6 Service Providers**

* 4.6.1 Ability to create, login, update and delete service provider accounts
* 4.6.2 Ability to post resumes and work experiences
* 4.6.3 Ability to post and update costs and fees
* 4.6.4 Ability to post and update location
* 4.6.5 Ability to connect social media with their accounts
* 4.6.6 Ability to submit verification of license
* 4.6.7 Ability to receive payment

**4.7 Users (Clients)**

* 4.7.1 Ability to create, login, update and delete user accounts
* 4.7.2 Ability to search for Service Providers
* 4.7.3 Ability to create, edit, delete reviews
* 4.7.4 Ability to post ratings
* 4.7.5 Ability to make payments to Service Providers
* 4.7.6 Ability to send messages to Service Providers

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### 5. Non-Functional Requirements

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| **Category** | **Requirements** |
| Usability | The application's GUI interface should feature a simple and intuitive design, with menu options clearly labeled and field functions obvious to any user. |
| Usability | The purpose of any section of the application should be immediately evident to any user. |
| Usability | The application should be easy to navigate and users should be able to immediately access any significant functionality that they may need within a few clicks, ideally in one click. |
| Performance | The response time of the application should not be impacted by latency that will significantly impact the evident availability of application features or information |
| Performance | The application should be available for users 24 hours a day, every day of the year. |
| Performance | The application should be not make excessive demands on customer's computer or device memory capabilities |
| Performance | The application should support several users simultaneously. |
| Security | The application will be protected from hackers and intrusion by various security measures |
| Security | Encryption for customer's personal data that is maintained on the web application's server |
| Database | Application will use the DynamoDB MySQL database. |
| External System | Application will be able to interface successfully with social media websites,credit card payment services, and other online resources |

### 6. External Data Feeds

Customer Care System

* The customers can contact customer care service to report their queries and get appropriate solutions on the same.
* Customer care provides accurate, valid and complete information to the customer by using the right methods/tools.

Finance System

* Enables the service providers to pay for the plan subscriptions, and customers that are not part of the subscription plan by processing the payment by authenticating and charging the credit cards or other payment means.
* Enables the customers to receive the refunds in case the service got cancelled or if there is an issue with the service served by the service providers by processing back the funds.

Ads System

* Support the application with the sponsored posts, the contract length, and costs of the advertisements.

Location System

* In this Customer can search for a service provider based on their current location.

Social System

* Customers can post their review about services provided by the service general. Users can also connect their account through social media

### 7. Business Risks

If any software or hardware issues occur the application might not work as expected this is the biggest business risk. The service staff must be background checked, as there may be some tasks that need to be performed in the houses of the customers. Managing the independent contractors might be difficult. There might be other companies in the market providing the same service who could pose as a business competitor. If these risks persist and affect the user, they might stop using the application and this would affect the financial aspect of Service General.

Niche markets with many growing competitors that requires us to constantly innovate