Rose - Flower Delivery App

Project Vision Document

Version 1.0

9/24/2024

Revision History

Revision	Date	Author	Reviewed By	Summary of Changes
Version 1.0.0	09/24/2024	Rose-Team	Anjana Shah	

Document Approval List

Version	Approved By	Signature	Date
Project summary #1	Anjana Shah		09/17/2024

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1 Introduction

The Rose - Flower Delivery App project aims to revolutionize the flower and botanical delivery industry in Canada by offering an integrated platform for both customers and local stores. This document outlines the high-level vision for the project, describing the core business goals, project objectives, and key deliverables. By providing seamless access to flower and plant delivery services, the Rose app is designed to enhance the customer experience while expanding the digital capabilities of local flower shops.

This document serves as a guide to ensure that all stakeholders have a unified understanding of the project's vision, and it defines the key features, requirements, and expected outcomes of the platform. It will support the development team, business stakeholders, and project managers throughout the lifecycle of the project.

1.1 Purpose

The Project Vision Document for the Rose - Flower Delivery App is designed to communicate the primary objectives, requirements, and goals of the project to all involved stakeholders. The purpose of this document is to provide clarity on the project scope, ensure alignment between business needs and development efforts, and create a reference point for decision-making throughout the project lifecycle.

1.2 Scope

This section defines the boundaries of the Rose - Flower Delivery App project, highlighting what is included and excluded from the current phase of development.

1.2.1 In Scope

The development of an Android mobile application that allows customers to browse, order, and schedule deliveries or pickups from local flower and botanical stores in Canada.

Features such as user registration, order tracking, store management, and integration with a delivery system will be part of the Android app.

Building separate interfaces within the app for customers, delivery personnel, and store owners to manage orders and deliveries effectively.

1.2.2 Out of Scope

iOS mobile application development is excluded from this phase and will not be part of the current project.

Web-based ordering or desktop versions will not be included in this version but may be considered for future development phases.

1.3 Definitions, Acronyms, and Abbreviations

<This subsection provides the definitions of all terms, acronyms, and abbreviations required to properly interpret the Project Vision document. This information may be provided by reference to the project's Glossary>

Term	Explanation
Android - App	A mobile application designed to run on the Android operating system.
API	Application Programming Interface; a set of functions allowing apps to interact with external services or systems.
Botanical	Related to plants; in the context of this project, refers to plants available for order and delivery.
Customer - App	The Android app interface used by customers to browse, order, and schedule flower deliveries.
Store App	The Android app interface used by flower shop owners to manage orders, track deliveries, and update inventory.
Delivery App	The Android app interface used by delivery personnel to manage deliveries and pickups for customers.
UI/UX	User Interface/User Experience; refers to the design and usability aspects of the mobile app.
Firebase	A cloud-based platform used for app development, including databases, user authentication, and notifications.
HLR High-Level-Requirement	refers to key features and functionality that the app must provide.

1.4 References

This subsection provides a complete list of all documents referenced elsewhere in the Project Vision Document. Each document is identified by title, version, description, and

any applicable report number or publishing organization. Sources for obtaining these references are specified below.

Reference File Name	Version	Description
Minutes of Meeting-Template	1.0.0	Template used for documenting meeting minutes related to the project.
High Level Requirements-Template.doc	1.0.0	Outlining the high-level requirements for the project.
Project Vision Template	1.0.0	Creating the Project Vision Document for the app.
Project_Summary_Template	1.0.0	Summarizing project goals and objectives.

This section links to all other places that were referred to in this document. These may include:

Name	Link
Google Firebase	Firebase Documentation
Android Developers	Android Developer Guide
Market Research on Flower Delivery	Market Research Report
Competitor Analysis	Competitor Analysis Overview

2 Positioning

2.1 Business Opportunity

The "Rose - Flower Delivery App" aims to capitalize on the growing demand for online flower and botanical delivery services in Canada. With no unified platform dedicated solely to flower and botanic delivery, local florists and botanical shops face challenges in reaching a broader audience and enhancing their customer service. This project presents an opportunity to create a comprehensive platform that facilitates seamless online orders and in-store pickups, ultimately connecting customers with local vendors and improving sales for flower shops across the country.

2.2 Problem Statement

The Problem of: The lack of a centralized platform for flower and botanic delivery services in Canada.

Affects: Local florists, botanical shops, and customers seeking convenient delivery options.

The impact of which is: Reduced sales for flower shops due to limited market reach and customer convenience, leading to potential revenue loss and missed opportunities for growth.

A successful solution would be:

- To provide a user-friendly mobile application for customers to easily order flowers and plants.
- To enhance the digital infrastructure of local florists, enabling them to offer delivery and pickup services.
- To increase sales for flower shops, thereby expanding their market reach and improving their overall profitability.
- To create job opportunities for delivery personnel, contributing to local employment.

The Problem of	Lack of a centralized platform for flower and botanic delivery services in Canada.
affects	Local florists, botanical shops, and customers.

the impact of which is	Reduced sales and limited market reach for flower shops, resulting in potential revenue loss.
a successful solution would be	User-friendly mobile app, enhanced digital infrastructure for florists, increased sales, and job creation.

Table 1 Problem Statement

2.3 Product Position Statement

< A product position statement communicates the intent of the application and the importance of the project to all concerned personnel >

For	<target user>
Who	<statement of the need or opportunity>
The <product name>	is a <product category>
That	<statement of key benefit; that is, what is the compelling reason to buy>
Unlike	<primary competitive alternative>
Our product	<statement of primary differentiation>

Table 2 Product Position Statement

2.4 SWOT Analysis

<Reference: https://www.businessballs.com/strategy-innovation/swot-analysis/)

Strengths	Weaknesses
Unique Selling Proposition (USP): The app provides a dedicated platform for flower and botanical delivery, differentiating it from general delivery services. **Local Partnerships:** Collaborations with local florists enhance product variety and support community businesses. **User-Friendly Interface:** An intuitive design improves customer experience and encourages repeat usage. **Innovative Features:** Integration of real-time delivery tracking and remote ordering capabilities adds value to the customer experience. **Mobile Accessibility:**	**Limited Brand Recognition:** As a new platform, it may struggle to compete with established brands and services. **Dependency on Local Vendors:** Quality and availability of products rely on partnerships with local florists, which can vary. **Resource Constraints:** Limited marketing budget may hinder the ability to reach target audiences effectively. **Initial Investment:** Upfront costs for app development and marketing could impact cash flow.

Allows users to conveniently order from their smartphones, increasing market reach.	
Opportunities	**Threats**
Growing E-commerce Trend: Increasing preference for online shopping provides a favorable environment for the app**.** **Market Expansion:** Potential to introduce services in new geographical locations or to diversify product offerings (e.g., gifts, plants). **Rising Demand for Eco-Friendly Products:** Increasing consumer interest in sustainability can be capitalized on by offering eco-friendly flowers and plants. **Seasonal Promotions:** Opportunities for special promotions during holidays and events to boost sales.	**Intense Competition:** Established players in the delivery market could pose significant challenges. **Economic Downturns:** Changes in consumer spending habits during economic downturns may affect sales. **Technological Advances:** Rapid changes in technology could require ongoing updates to the app to remain competitive. **Regulatory Challenges:** Compliance with local regulations related to food and plant delivery may impose additional costs.

3 Stakeholder and User Descriptions

This section provides a profile of the stakeholders and users involved in the project and the key problems they perceive to be addressed by the proposed solution. Stakeholder Summary.

Stakeholder Name	Represents	Role
Local Florists	Flower and botanical stores	Provide products for the app and support local sales efforts. Their involvement is crucial for maintaining product quality and variety.
Customers	End-users of the application	Use the app to order flowers and plants. Their feedback will guide user experience improvements and feature development.
Delivery Personnel	Logistics and delivery services	Responsible for the timely and safe delivery of products to customers. Their input can help optimize delivery processes.
Project Team	Development team	Develop and maintain the application. Responsible for project planning, design, and execution.
Marketing Team	awareness and outreach	Responsible for promoting the app and engaging with potential customers through various channels.
investors	Financial backers	Provide funding for the development and launch of the application. Their expectations will influence project scope and deliverables.

Table 3 Stakeholder Summary

3.1 User Summary

Present a summary list of all identified users of the system

User Name	Description	Responsibilities	Stakeholder
End Customers	individuals purchasing flowers/plants	Place orders, provide feedback, and share experiences.	Customers

User Name	Description	Responsibilities	Stakeholder
Delivery Staff	Individuals responsible for deliveries	Ensure timely delivery and maintain product	Delivery
Store Owners	Local flower and botanical shop owners	Manage product inventory and coordinate with the app for orders.	Local Florists
Customer Support	Support team assisting users	Address customer inquiries, handle complaints, and provide assistance.	Project Team

Table 4 User Summary

4 Stakeholder Requirements

Categorize and list the requirements from the perspective of the business stakeholder and potential system users

ID	Requirement	Stakeholder
SR01	The application must allow customers to browse and search for flowers and plants.	Customers
SR02	The app should provide real-time inventory updates from local florists.	Local Florists
SR03	Users must be able to place orders for delivery or in-store pickup.	Customers
SR04	The system should enable delivery personnel to accept and manage delivery requests.	Delivery Personnel
SR05	The application needs to include a secure payment processing feature	Customers
SR06	The app should allow store owners to manage their product listings and pricing	Store Owners
SR07	Users should receive notifications about order status and delivery updates.	Customers
SR08	The platform must provide customer support options for inquiries and complaints.	Customer Support
SR09	The application should support user accounts for order history and preferences.	Customers
SR10	The app must include a feature for customers to rate and review products and services.	Customers

Table 5 Stakeholder Requirements

5 System Features

List and briefly describe the system features. Features are the high-level capabilities of the system that are necessary to deliver benefits to the users. Avoid design. Keep feature

descriptions at a general level. Focus on capabilities needed and why (not how) they should be implemented

ID	Feature	Stakeholder Requirement ID
F 01	**Product Browsing**: Users can browse and search for various flowers and plants available for purchase	SR 01
F 02	**Real-Time Inventory Management**: The system updates the availability of products in real time from local florists.	SR 02
F 03	**Order Placement**: Customers can place orders for either delivery or in-store pickup.	SR 03
F 04	**Delivery Management**: Delivery personnel can accept and manage delivery requests through the app.	SR 04
F 05	**Secure Payment Processing**: The application supports secure payment transactions for orders.	SR 05
F 06	**Store Management**: Store owners can manage product listings, including adding, updating, and removing items.	SR 06
F 07	**Order Notifications**: Users receive notifications about order status, including confirmations and delivery updates.	SR 07
F 08	**Customer Support Features**: The app includes options for users to reach customer support for inquiries and complaints.	SR 08
F 09	**User Account Management**: Customers can create and manage their accounts to view order history and preferences.	SR 09

ID	Feature	Stakeholder Requirement ID
F 10	**Rating and Review System**: Customers can provide feedback on products and services through a rating and review feature.	SR 10

Table 6 System Features

6 Assumptions

1. **Market Demand**: It is assumed that there is a strong demand for flower and botanic delivery services in Canada, which justifies the development of this platform.
2. **Technology Adoption**: It is assumed that both customers and local florists will be willing to adopt and use the mobile application for ordering and managing deliveries.
3. **Data Accuracy**: It is assumed that all product information, including pricing and availability, will be accurately provided by local florists.
4. **Regulatory Compliance**: It is assumed that the project will comply with all relevant regulations regarding online sales and delivery of floral products.
5. **User Access**: It is assumed that users will have access to smartphones and the internet, allowing them to use the mobile app effectively

7 Constraints

This section identifies constraints that may impact the project:

1. ***Budget Constraints**: The project has a limited budget that may affect the scope and features of the application.*
2. ***Timeline**: The development and launch of the app must be completed by March 28, 2025, which may constrain the feature set or development timeline.*
3. ***Technical Limitations**: The app will only be developed for Android devices in the initial phase, which may limit the user base compared to cross-platform options.*

4. ***Resource Availability****: Availability of skilled developers and other resources may impact the project timeline and quality.*
5. ***Integration with Third Parties****: Dependency on third-party services (e.g., payment processors, delivery services) may impose additional constraints on functionality and performance.*

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