**Vision and Scope Document**

**for**

StudyHard

**Version 1.0 approved**

**Prepared by**

**Oleg Kir  
Bohdan Pastuschak  
Oleg Marych  
Viacheslav Mikhalchenko  
Maksym Sikorskyi  
Yurii Stetskyi**

**March 11 2020**

**Table of Contents**

[**Business Requirements**](#_heading=h.lkoyqhsfkeq) **1**

[Background](#_heading=h.5kha07yt6yyt) 1

[Business Opportunity](#_heading=h.yk1phf1wnlm0) 1

[Business Objectives and Success Criteria](#_heading=h.7p8nfv81fsx7) 1

[Customer or Market Needs](#_heading=h.ssifftfxa27i) 1

[Business Risks](#_heading=h.9k9swhs4e0uu) 2

[**Vision of the Solution**](#_heading=h.1tqz1ntytgs8) **2**

[Vision Statement](#_heading=h.gqeoqtu8wfgz) 2

[Major Features](#_heading=h.qizb7979v5a2) 2

[Assumptions and Dependencies](#_heading=h.l6n4aj4dv258) 2

[**Scope and Limitations**](#_heading=h.ftkdctaf0dfm) **2**

[Scope of Initial Release](#_heading=h.i9tyheot713y) 3

[Scope of Subsequent Releases](#_heading=h.itzysenk6q4c) 3

[Limitations and Exclusions](#_heading=h.ncj372ypolb1) 3

[**Business Context**](#_heading=h.eb0j19nk8c9g) **3**

[Stakeholder Profiles](#_heading=h.3bya4e73z3c5) 3

[Project Priorities](#_heading=h.xmv4c1j5prhq) 4

[Operating Environment](#_heading=h.7w20bs1emjrz) 5

**Revision History**

|  |  |  |  |
| --- | --- | --- | --- |
| **Name** | **Date** | **Reason For Changes** | **Version** |
| MVP | 11.03.2020 | Initial version | 1.0 |
|  |  |  |  |

# **Business Requirements**

# *“We don’t need no education”* - Pink Floyd

## **Background**

*There are few things more important than education. And there is nothing more important than a quality education. In the times when public education becomes more and more simplified, child bullying is flourishing and the state is not interested in educated and thoughtful citizens we provide an alternative - StudyHard. It is a service providing all people around the globe with the ability to get first-class education regardless of race, gender, sexual orientation, nationality (besides Russians) and geographical location.*

## **Business Opportunity**

*Due to spread of COVID-19 and massive shutdown of public schools and the inability of them to provide online education, people are facing the risk of their children being unable to continually grow and develop their skills, losing discipline and having sleepless nights when they return to school and will have to cover all of the things they missed in a rush mode. Our product solves this problem allowing people to hire top specialists which will give children the best private education possible. We allow flexible schedule, require no prepayment and have a variety of different teachers covering all existing subjects: from history to math, from arts to programming.*

*Once parents use our service they will never want to return to school again.*

## **Business Objectives and Success Criteria**

*We should always start from small. Even before the launch, we should start searching for top teachers and educators so the first customers will find an excellent choice. Our selection process should be harsh but productive. After the market launch, we will have to attract a critical amount of customers who will show our talents the interest of people in such kind of services that will help us to hire more talented teachers in the future. To achieve required numbers we will start with a small but precise marketing campaign. After we have first customers (target is around 100-150) we will have to hire more talents and to continue to grow the number of customers expanding to different countries.*

## **Customer or Market Needs**

*Our customer is everyone who wants the best education for their children and who do not find satisfying conditions in public or private schools. We will provide high-quality and easy-to-use service that will allow customers to quickly find any kind of teacher for their children. We will use only reputable and respectable personnel. We will become a symbol of quality and safety.*

## **Business Risks**

*We may face multiple risks. One of the most severe is MOOCs - massive open online courses which provide free or cheap education using advanced technological tools that allow them to be available in any place in any time with close to zero prime cost. With our current way we can’t really fight them on this market. And we won't, instead we choose another way - instead of working with the mass user we should concentrate on providing top-notch services for the richest, we have to become Gucci of education.*

# **Vision of the Solution**

## **Vision Statement**

*The main purpose of the StudyHard is to provide a two-way communication tool of high quality between teachers and students.*

*The development may be adjusted according to first feedbacks of the users after the initial release, but the schedule of the new features will precede for few subsequent releases*

*Once we meet our first target, we may consider splitting team in two: one for development of the new features, and one specifically designed to answer users' needs and requests.*

## **Major Features**

*To make out product efficient tool and leave the sprinkles of originality we should concentrate on the following features:*

*- Teachers and students should have fast, flexible and comfortable to use search to be able to filter the most suitable and relevant information about their "counterparts" anytime.*

*- Both teachers and students should be able to maintain a two-way communication via feedbacks, which will improve quality of the learning process and help us adjust future candidates more accurately*

*- Every teacher may perpetuate the process of education by creating the specific learning courses with solidified program and materials*

*- The communication inside the group of students and a teacher is crucial, so the group chats will be provided*

## **Assumptions and Dependencies**

*To be accessible worldwide StudyHard should be hosted on a stable platform, and the Azure services will surely meet our demands.*

*We will rely mostly on small libraries that will come in handy like Bootstrap and jQuery.*

*On the other hand, major features like search system will be implemented from scratch.*

*This will provide us more control over the source code as well as full comprehension of the architecture on every level.*

# **Scope and Limitations**

*The key hypothesis which lies in the foundation of our solution is that tutors and parents often fail to agree on clear roadmap of education. School program is thought to be a major landmark, while individual talents of student are not taken much into account. That is why in scope of StudyHard project we will develop intuitive and fine-grained interface for tutors and parents to discuss curriculum, amount of homework etc. When creating application for tutors, parents will be presented with exhaustive number of disciplines, which will eliminate ambiguous expectations for tutor’s skills. Meanwhile, while searching for potential employers, tutors will be able to easily filter out the most suitable applications, according to their skill set.*

*However, this solution will not include the financial aspect of tutorship, since we cannot commit to track all possible frauds that can happen. The main focus of product is to deliver transparency between parents’ needs and tutors’ skills, leaving out all delicate nuances of further cooperation.*

## **Scope of Initial Release**

*For initial release we will focus on establishing communication channel between tutors and parents. On the one hand, we will develop interface for parents to form an application to hire a tutor. On the other hand, we will also design flexible search engine for tutors to pick up most relevant job opportunities. One more goal for initial release is to make a chat room for tutor and parents, where further plans and agreements can be discussed.*

## **Scope of Subsequent Releases**

*In subsequent releases we can introduce dedicated accounts for tutors, where they can publish both general articles and individual tasks for each student. Also parents should have a chance to leave feedback about their experience with tutor, to promote professionals and uncover the intruders. In scope of future improvements the product can offer built-in scheduler for tutors to track their arrangements. Automated notifications about upcoming sessions with students should also be an option going forward.*

## **Limitations and Exclusions**

*Our product is supposed to be communication-centric, and we should not pretend to be universal educational platform. For instance, it does not make sense to develop custom online communication tool, like Skype, or integrate with payment systems to facilitate bookkeeping between tutors and parents. No questions asked, new opportunities may come, but for success of the product it is crucial to concentrate on several clear goals. Otherwise, we risk to lose focus and overcomplicate user experience.*

# **Business Context**

*The key to the success in our project is to attract as many people as we can. To do this we need invest a lot of money at the very beginning to have good advertising campaign and be competitive at the market from the start. The main customers will be children/their parents who want to improve knowledges in different fields of study. That’s why they are out priority at start of our exiting and educative journey!*

## **Stakeholder Profiles**

*In our plans that would be us working as stakeholders at first, but then we may invite some workers to communicate with people, making something like a hotline for those, who need it - have some problems using a site, or some dispute with tutor/pupil. We plan to grow up rapidly, that’s why we really will need somebody who is communicative and can talk to people, discussing their problems and ways to fix them. As a new breath in a world of education, we want our work be as transparent as possible, such that everybode would be satisfied and recommend us to their friends, spreading our idea to the world!*

## **Project Priorities**

*The main priority is to do such a product that will be very easy to use, still a powerful one, with a lot of opportunities for our business to grow and bring in more and more moneys to us, and knowledges and satisfaction to our clients, both tutors and pupils. As for now, out budget will be near 100$, but we will find sponsors soon and increase this number a lot! We plan to complete the basic version of application till May 2020, now it is at the beginnning of the development. If we fail to atract enough people to study, there is one more option for us: buy a really expensive & popular advertising to try to atract very rich people’s children, making something like elite online school for rich only. This will help us to earn starting capital and review our original goals.*

## **Operating Environment**

*At the moment we consider different options. As a young startup, we can’t allow spending too much money on our infrastructure, so we will start from a small.*

* *At the moment we plan to launch only in one country with a small number of users. We will use a simple hosting option.*
* *There is only one timezone, so we expect most activity in the evening hours.*
* *Amount of user-generated content is quite small. Mostly simple text and form data.*
* *IT part is not so important in terms of response times. Pages should be loaded fast and servers should respond quickly. Our functionality is quite simple and does not require much load. The most important is how fast our professionals will be able to respond to user requests and provide the best possible service. We will focus on minimising this.*
* *Our users’ data security is top one priority. To protect users’ data we will use standard protection mechanisms: https connections, advanced authentication/authorization, password hashing, csrf protection, DB files encryption, firewall mechanisms*