



ideation

Ideation App

Product Requirements

Version 1.0.0

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Document History

Version	Reason for Change	Author	Date
1.0.0	<i>Creation</i>	Sean Blakeley	<i>17 August 2018</i>

Document Objectives

This document is intended to outline the project requirements for the Ideation App. It aims to provide all stakeholders - internal and external - with an understanding of the project scope and high-level feature set.

This document will likely be used in conjunction with the Project Initiation Document (PID).

Other technical documentation (for example, REST API technical docs) will follow on from this document.

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Overview

Our client believes there is an opportunity for a new app in the marketplace, and want to create a minimum viable product (MVP) version to test the proposition. The new app will be called **Ideation**, and enables users to easily create & save an idea - and add a reminder for a follow-up.

The app will use WordPress as the data source. A user will need to create an account via the website. Once registered, the user can login in via the app and be authenticated.

Upon successful user authentication, WordPress will expose the ideas created by the user.

WordPress Site Considerations:

1. Open registration
2. Users will need to default to *idea_managers* user role
3. Access to the site should be locked to admin only
4. Register meta fields as custom fields to the response
5. Users can only see ideas they have created
6. Authenticate users via the JSON Web Token

App Considerations:

1. Needs to be available to both Android and iOS users
2. Users able to read, create, edit & delete ideas, reminder text and reminder dates
3. Users can dismiss reminders
4. Ideas are automatically stored

Registration

Users will need to register on the site and create an account. Once registration has been completed and the user is created, they can use the same registration details within the app.

Authentication

WordPress will handle authentication via JSON Web Token (JWT) to authenticate users from WordPress into the app.

Content Creation

Users should be able to:

- Create new ideas (including creating reminder text and date)
- Edit existing ideas (including adding new reminder text and date)
- Delete content (with a safety check alert)

Users will create content exclusively from the app (there will be no web interface other than registration).

Users can create a new ideas which map to an ideas CPT within WordPress.

Data Structure (*anatomy of an Idea*):

- Idea (maps to Title)
- Author (current user ID)
- Reminder Content (maps to custom meta field)
- Reminder Date (maps to custom meta field)

MoSCoW Method

Must Have	Should Have	Could Have	Won't Have
Registration	Sync across devices button	Splash Screen	Website Access
Login	Reminders Search	Add User Name to registration	My Account Area
Account Recovery	Ideas Search	Reminders Search	Reminder Alerts
Add Ideas		Image uploading	Idea Categories or tags
Edit Ideas		Add email to registration	
Delete Ideas		Slide to Delete function for reminders	
Reminder date and text as optional			
Add Reminder Date			
Edit Reminder Date			
Delete Reminder Date			
Add Reminder Text			
Edit reminder text			
Delete reminder test			
Dismiss Reminders			
Available across devices			
iOS & Android versions (at least)			

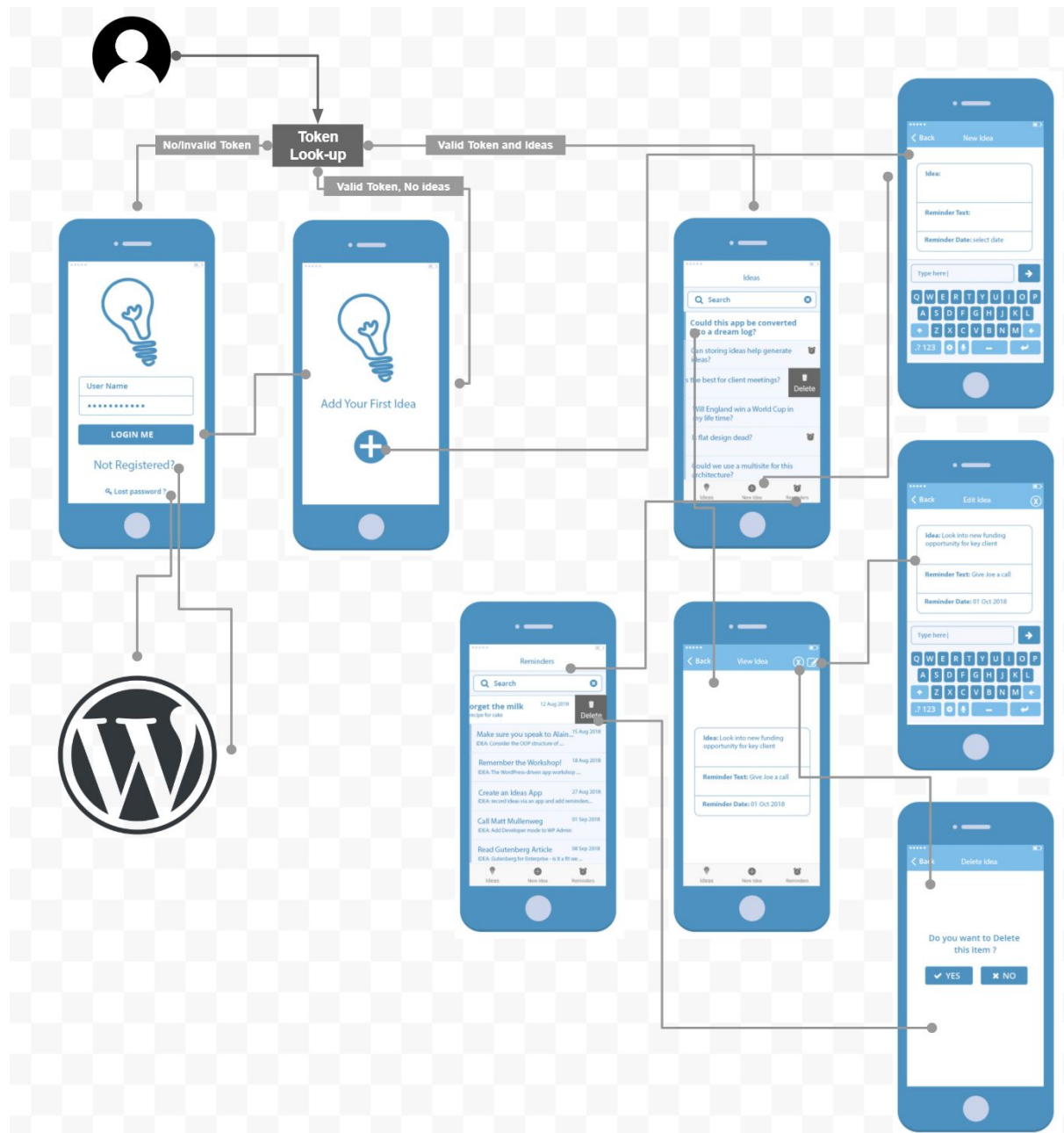
User Stories

Actor	Action	Tasks
As a user, I need to be able to register for Ideation so I start saving ideas	Registration will happen on the WordPress site, with a link from within the App	
As a user, I need to add my first and last name on registration, to personalise the app experience	(Could have) need to be capture via WordPress registration process	
As a user, I need to add my email to the registration process, so I can recover my password (and potentially receive reminder updates in a later iteration)	Covered by WordPress registration	
As a user, I need to be able to recover my password, so I can resign into my account (or sign in on other devices)	A link to the 'lost your password?' functionality within WordPress	
As a user, I want to be able to use the app across multiple devices and see my ideas	The ideas will be stored within WordPress - with each user as the 'author' of each idea. Nothing is stored locally, so once logged in, the user can see their own ideas (from any device)	
As a user, I want a sync button to update my ideas and synchronize across other devices	This can simply trigger a new API call (to update the content)	
As a user, I need to be able to login to me account so I can access previously stored ideas	The login process is handled within the App (via JWT) - so the user can use the app to login.	

As a user, I need clear indication of next actions if my login attempt fails	We can flag a failed attempt within the app screen (we are sent an error code via the API)	
As a user, after I successfully login I want to stay automatically logged into my account whenever I open the app, so I can quickly record ideas	If a pre-existing (and valid) token is found, the user will be logged in automatically	
As a user, I want a clear indication of how to create an idea so I don't feel lost on first load	If we don't find any ideas, we display a call-to-action message to create an idea	
As a user, I need to be able to see a list of my ideas and search via text	The App will use the search component to enable text search against ideas	
As a user, I need to be able to see my pending and overdue reminders for actions so I can follow-up my ideas	The app will list reminders in date order (the most overdue or soonest at the top)	
As a user, I need to be able to edit pre-existing ideas and save them so I can keep my ideas up-to-date	Users can select the idea in edit mode and change the details	
As a user I need to be able to dismiss a reminder as no longer relevant and archive it	This could simply remove the reminder date from WordPress	
As a user, I need to be able to delete ideas and remove them from the list	The user can select the delete button and are presented with an alert message before confirming deletion	
As a user I need to be able to create an idea and have the option to create a reminder date and reminder text	The user can create a new idea from the ideas page	

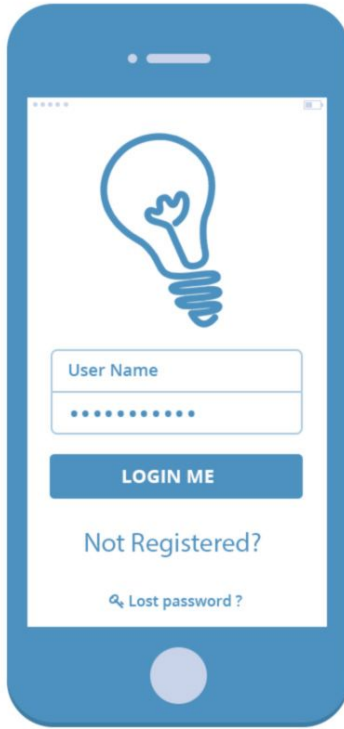
As a user, I need to be able to edit a reminder date and text so I can keep my idea follow-up list up-to-date	The user can edit all the idea information from the edit page	
As the user, I need a clear message if an API request has failed and the information is unavailable, so I know what action (if any) I can take	The app will display a simple 'unavailable - please try again' message	
As the client, I need to be able to store idea in a remote database, so future ideas around community, sharing and upselling can be realised	The ideas will be pushed into WordPress and stored in a started Ideas Custom Post Type	

Screen Map

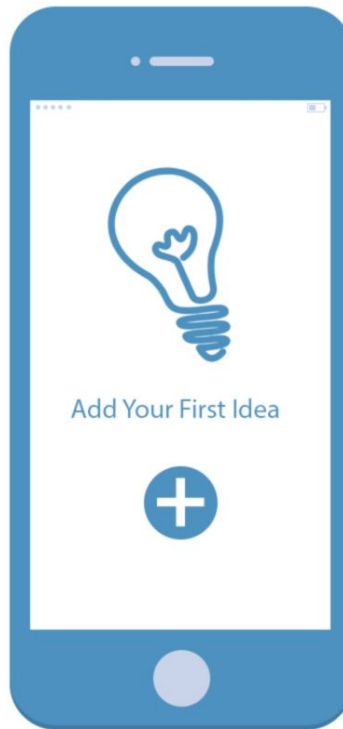


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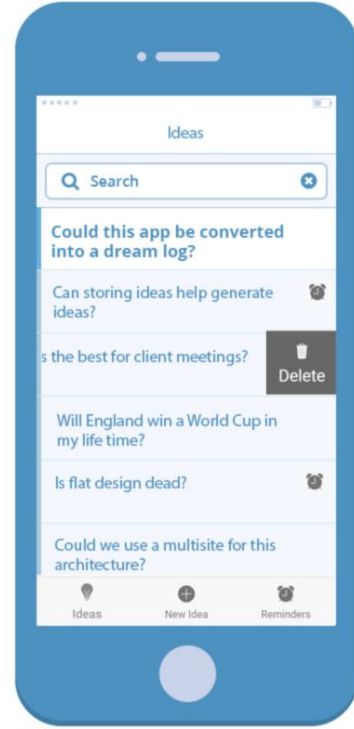
Wireframes



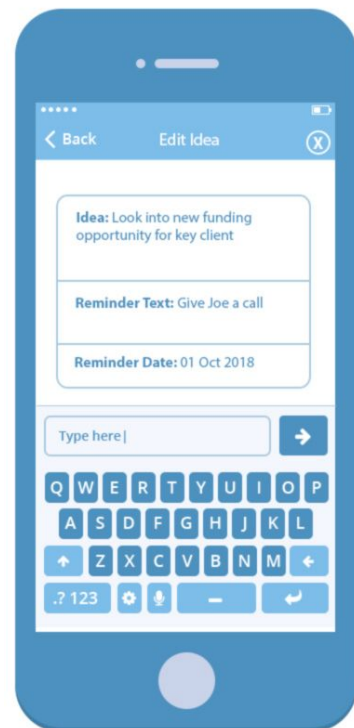
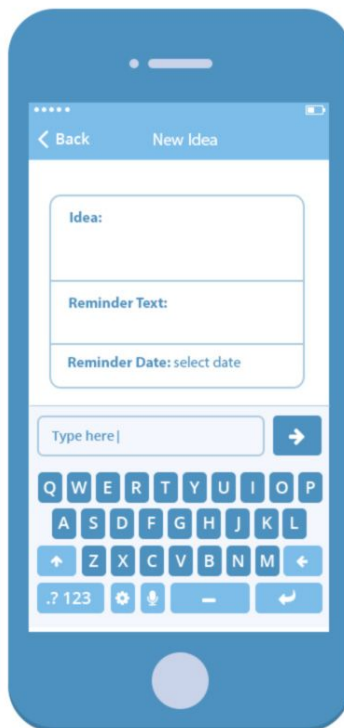
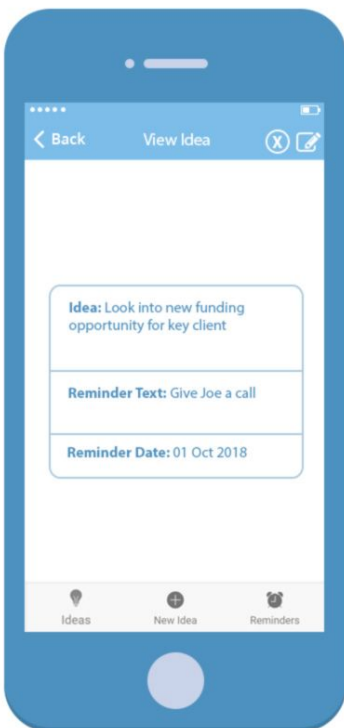
Login Screen



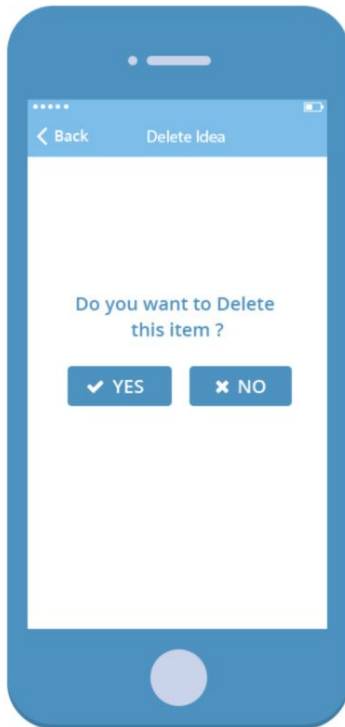
First Idea Screen



Main Ideas Screen

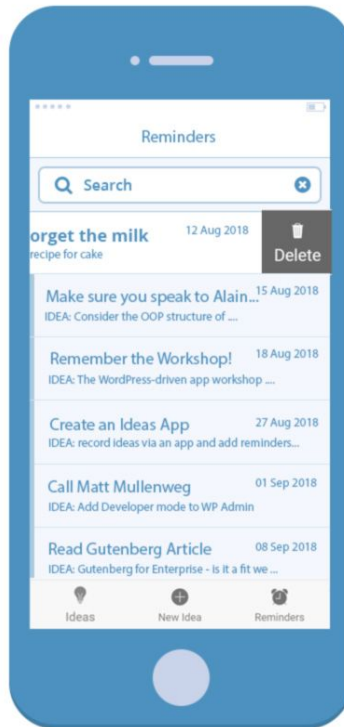


Single Idea Screen



Delete Idea Confirmation

Create Idea Screen



Reminders Screen

Edit Idea Screen

Data Structure

Resource: **token**

Sending credentials to receive token

POST wp-json/jwt-auth/v1/token

Body

username: string

password: string

Response

token: string

user_email: string

user_nicename: string

user_display_name: string

user_id: string

Resource: **ideas**

Getting all ideas for a given author

GET /wp-json/wp/v2/ideas?_embed&author=:user_id

POST /wp-json/wp/v2/ideas

GET /wp-json/wp/v2/ideas/:id

DELETE /wp-json/wp/v2/ideas/:id

Risk Register

Risk	Impact Level	Likelihood	Mitigation
The app fails to get accepted into the App Store	High	Low	We would expect to be provided with a reason why it had been rejected with clear actions required
The app fails to find traction in the marketplace	High	Medium	This is an untested idea - the low-cost MVP will test the proposition
A competition releases a similar app	Medium	Medium	We would expect competitors to emerge as the app becomes successful - but rapid iteration would keep us ahead of the competition
A pre-existing app adds the Ideation feature set	Medium	Medium	The single purpose focus and clarity of Ideation would provide an advantage over a bolt-on feature to an existing app
Performance deteriorates as user increase	High	High	The stack would need to scale with usage
Maintenance of two codebases could become challenging over time	Low	Medium	Communications channels need to be clearly established between the client, the agency and app maintenance agency
The app costs more than anticipated	Medium	Low	Ever care has been taken to ensure an accurate cost estimate - but it is just an estimate. We would discuss together any required changes in funding level and agree mitigation
The app developers misunderstand requirements within the documentation	Low	Low	Time will be provided to discuss and clarify this document