# Vision & Scope

Team nr. 4

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## 1 Business Requirements

### 1.1 Background ("What triggered this?")

A common problem for a group that's about to go out to eat is deciding on a place to go to. The idea came to us when we were experiencing this problem over and over again. You will find that when many people are taking this decision that they will use many different services, for example google maps, ja.is, facebook and many other medias. This made it even harder for us to take a quick decision since we had to go through many different medias through links or shares on social media. We then thought how awesome it would be if we could do this all in one place. That's where Peik came in.

### 1.2 Business opportunity ("Why does it look like we can be successful?")

We know we can be successful because the problem has not been solved yet in a way that people prefer. We have access to great web services that will bring our project quicker to market than it would if we would make it from scratch. People increasingly use their phones in their typical day. That's why we are designing Pikk mobile first. To begin with we are focusing on Icelandic users. Since the crisis the economy in Iceland has been on the rise and it is safe to say that the Icelandic people are eating out more than they used to only couple of years ago. The unbelievable rise in tourism is also a huge opportunity for our web application since they eat more out than the average user.

### 1.3 Business Objectives ("Which benefits do we expect out of this?")

We want Pikk to be the number one place for people to find what and where to eat. Our aim is that users can find a suitable place within a couple of minutes. While the user makes their decision he/she should be able to see other users' decisions in real time as well.

### 1.4 Success metrics ("How can we tell whether we are successful?")

To tell whether we are successful with our web application, we can can measure the traffic on the Pikk website. If the app helps over 1000 groups or individuals a month within the first year of its release, we would consider our app successful. We would also measure what medium people usually choose to use to find places to eat at. If we can reach over 25% of that market within the first year of release we would consider it to be successful.

**1.5 Vision statement ("What will the product accomplish for whom?")**.
Pikk makes it easy for people going out to find a suitable dining place quickly and in real time. Rather than sharing complicated links through third party apps, Pikk will enable people to choose a place together in one place. Pikk will help people save a lot of time when deciding together where and what to eat.

**1.6 Business risks ("What could jeopardize the product's success?")**
It could be hard to get the first users to use our application. It is very important to get groups to use the software since it revolves around interacting at the same time with other people. The chance of this being an issue is probable but we will have to advertise it well and be smart with our decisions. As for most software projects, the probability of it not becoming popular is always a serious risk.

Since we have a short time to publish the application we might have to decide later on what features we might have to add in later. It is therefore important for us to follow our schedule and be smart with our decisions.

We are competing with big competition and it might be hard for us to explain to users the benefits of using Pikk rather than Facebook or Google Maps for this function. Therefore we have to be super compelling to users by being user friendly and feature rich. We in part mitigate this by using the strong web services we have access to. It is also important that the design is compelling for many different groups of people and that Pikk will be user friendly.

**1.7 Business assumptions/dependencies ("What are our plans based on?")**
We assume that we can use the *ja.is* API for the project and thus rid us the hassle of managing a database. Our service depends entirely on the *ja.is* API so if that wouldn't work out it would create many problems for the delevopment of the project.

We also assume that most businesses will want to be included in Pikk. If that would turn out to be false, that would create many problems. However, since the application is somewhat of an extension of *ja.is*, that should not pose a risk.

## 2 Scope and Limitations

### 2.1 Major features (“What key things should the product be capable of?”)

Pikk offers you and your group the opportunity to save time in decision making. By allowing you and the members of your group to log in and make decisions based on choices the application presents to you, Pikk will present you with a suitable choice based on your decisions as a group.

Pikk lets you see other’s decisions in real time. Pikk socializes eating out on the web. You can create your own account to interact with other users. Users will be able build their profile and review their history.

### 2.2 Scope of initial release (“What should be rolled out first?”)

The initial release should allow a user to quickly figure out which restaurant fits the user or his/her group the best.

The user can look at a map to see their location and the location of the top results that have been selected by the application.

The user should be able to log in in some way and find their friends within the app, add them to a group and make a decision together. The user/s should be able to select what they prefer from a list of criteria that the application takes into account when it makes a decision.

When a decision has been made, the app should give you directions to the place that has been selected.

### 2.3 Scope of subsequent releases (“What can be rolled out later?”)

Adding a feature named Kvikk Pikk. It adds the possibility to make the software choose more quickly and make a more rough decision.

Making the application revolve around more things than just food, for example choosing what movie to watch, landmarks to see and so on.

Later we will add a feature called Pikk of the week. It Show the top pick the current week. We will also have a curated list of staff recommended restaurants to choose from.

Way into the future we would like users to be able to pay through the Pikk service.

### 2.4 Limitations and exclusions (“What are we not going to do?”)

We don’t want include advertisements in the app to begin with. We would like enable companies to advertise themselves through making their company more relevant to users of Pikk by being featured or to get bumped up in the selection algorithm.

Since we want Pikk to be user friendly we won’t make users go through a long list of criterias to make their decision. We will focus on ease of use and simplicity rather than technical complexity.

## 3 Business Context

### 3.1 Stakeholder profiles ("Who has what interest in this project?")

Já will have more traffic through their network and thus be more relevant to people. Their services are not always prominent and this application will complement those services. Já will most likely be happy with the product, especially because we are working on this project in collaboration with them. Some constraints that are known include the constraints of the API we are provided.

Users are our main stakeholders. Ther benefit is that to be able to pick a restaurant or other services quickly and to settle arguments over these matters. We hope that this application will be relevant for most locals and tourists and thus have a positive effect on their social experience. The constraints for now is that we are first developing the web app, so users that don't have phones with sufficient browsers must use it on their laptops/desktops. It will also be hard to reach users at first.

The application could have an influence on the visibility of new businesses. The benefit of *free advertisement* for some lesser known restaurants could become substantial and important for their marketing. This is likely to have a positive impact on their business and hence they are likely to like this solution.

### 3.2 Project priorities ("What room is there for compromise?")

If unexpected events happen, e.g. the product must be released a month ahead of schedule, we could demand overtime from staff and defer certain requirements for later release.

| | Features | Quality | Schedule | Cost | Staff |
|---|---|---|---|---|---|
| **Constraint** | | | x | | |
| **Driver** | | x | | | |
| **Degree of freedom** | x | | | x | x |

**Constraint**: Limiting factor that must be observed
**Driver**: Significant success factor that can't be waived
**Degree of freedom**: Some adjustment possible here

### 3.3 Deployment considerations ("How will users obtain the product?")

For now, users will obtain this product through a web browser since we will start with a web application. The web application will be open to the public and no specific measures will have to be taken to gain access. Users will be able to log in to the system but this is not obligatory. Before next summer, users will be able to download an app onto their Android phone.

**Use Case Document**

**1. Use case name**
Picking a place to eat
**2. Scope**
Web Application
**3. Level**
User's goal
**4. Primary actor  Who calls on the system to deliver its services?**
User
**5. Stakeholders and interests**
User: Want to pick a place to eat fast and simply.
Other users: Want to be able to see what their group is picking in real-time to help them decide what they should pick.
**6. Preconditions**
The user should be signed into their account and linked somehow with the other users.
**7. Success guarantee**
- User must be able to accept the 'pikk'.
-The chosen place to eat must be displayed to all the other users.
**8. Main success scenario**
This is a typical success scenario path:

1. The user signs into his account
2. His friends also sign in
3. They link themselves together
4. Each user picks a place to eat based on different criterias
5. Each user sees what others picked and make their final decision
   The 'pikk' is displayed on the screen to all the users
6. Each user is able to accept the pick or deny it
7. The application displays the most agreed place to be picked

**9. Extensions / alternate scenarios**

1. A user sees a featured place on the home screen and that place is picked thereafter.
2. The users might still be in disagreement and will then have the option to make Pikk make the decision

**10. Special requirements  What are related non-functional requirements?**
User is required to be logged into his Pikk account.
**11. Technology and data variations list  What varying input/output methods and data formats should we be aware of?**
The users have to be connected to the internet and have access to gps.
**12. Frequency of occurrence  How often does this use case occur? (Influences investigation, timing, priority, testing…)**
This will happen most of the times you go to the Pikk website. It is important that this use case is tested and prioritized in our development for that reason.
**13. Miscellaneous / open issues  What open issues are there?**

A user might have a predetermined place in mind that might not show up for him in Pikk. This might be an issue for some users and we will take that chance into consideration.

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**1. Use case name**
Creating a group
**2. Scope**
Web Application
**3. Level**
User's goal
**4. Primary actor  Who calls on the system to deliver its services?**
User
**5. Stakeholders and interests**
The user and the user's group
**6. Preconditions**
User is logged in.
**7. Success guarantee**
- Every desirable user is in the group
- Every user gets a notification that their within the group

**8. Main success scenario**
1) The user logs in.
2) The same user then chooses the 'Create Group' option.
3) The user selects a name for the group.
4) The user selects the individuals that he would like to add to the group and invites them to join with the 'Invite' option.

**9. Extensions / alternate scenarios**
The user gets notified when a pick has been made in the group.
The user gets notified when some/all members have accepted the invitation.
**10. Special requirements  What are related non-functional requirements?**
Users should have an account to be able to create or be a part of a group.
**11. Technology and data variations list  What varying input/output methods and data formats should we be aware of?**
The user must have an account and be logged in.
**12. Frequency of occurrence  How often does this use case occur? (Influences investigation, timing, priority, testing…)**
For an individual user this might be zero to two times a week.
**13. Miscellaneous / open issues  What open issues are there?**
The user that creates the group is unable to find one of his friend, or that friend has not made a Pikk account yet. This might make the process hectic or slower. In turn we will allow users to log in as a guest user for those cases.