**NOTE: This template is shareware downloaded from** [**www.processimpact.com**](http://www.processimpact.com)**. All shareware payments are donated to the Norm Kerth Benefit Fund to help a consultant who is disabled with a brain injury. Please visit** [**http://www.processimpact.com/norm\_kerth.html**](http://www.processimpact.com/norm_kerth.html) **to make a shareware payment ($10 suggested). Thank you!**

Vision and Scope Document

for

“iStartDev” project

Version 1.0 approved

Prepared by Alexander Virkovski

Itransition Ltd.

1st August 2014

Table of Contents

Table of Contents ii

Revision History ii

1. Business Requirements 1

1.1. Background 1

1.2. Business Opportunity 1

1.3. Business Objectives and Success Criteria 1

1.4. Customer or Market Needs 1

1.5. Business Risks 1

2. Vision of the Solution 2

2.1. Vision Statement 2

2.2. Major Features 2

2.3. Assumptions and Dependencies 2

3. Scope and Limitations 2

3.1. Scope of Initial Release 2

3.2. Scope of Subsequent Releases 2

3.3. Limitations and Exclusions 3

4. Business Context 3

4.1. Stakeholder Profiles 3

4.2. Project Priorities 4

4.3. Operating Environment 4

Revision History

|  |  |  |  |
| --- | --- | --- | --- |
| **Name** | **Date** | **Reason For Changes** | **Version** |
|  |  |  |  |
|  |  |  |  |

# Business Requirements

## Background

There was a decision from a senior management of the SD2 department to build a single website with a blog for marketing purposes. The website must be a single-page website similar to iWebDev website (direct link: http://www.iwebdev.com/) and modern corporate marketing trends.

## Business Opportunity

Python development language is very popular among the most modern web and business applications. Some examples:

* Odoo (an open source comprehensive suite of business applications),
* Pinterest (a visual discovery tool that you can use to find ideas for all your projects and interests),
* Instagram(an online mobile photo-sharing, video-sharing and social networking service),
* Dropbox (file hosting service),
* Youtube (a video-sharing website),
* World of Tanks (massively multiplayer online game).

According to the quick google search for a “Python Developer” there is a moderate competition in the market for Python / Django developers, however the market is very competitive with the pool of freelance resources as well.

## Business Objectives and Success Criteria

The single page iStartDev website needs to be built using the Python language within 2 weeks and the Blog website needs to be built within 4 weeks. The main idea of the blog, is to assist new companies (that are developing the product either for internal or external purpose) and start-ups (external purpose) with the useful information in the Python development and project start phase. The website iStatDev should exploit the opportunity to sell SD2 services to the website visitors using that website. The main goal of the website is to gather as many as possible quotes from clients.

## Customer or Market Needs

There is always a need for a relevant content that the audience is requiring when starting out a new project in the IT. People are looking for suitable sources of information that is interesting and useful to them. The three typical customer groups have been identified that might be interested in reading the new Python blog (iStartDev) and leaving a request for a quote on the website:

1. Clients and companies that are building the software product for the internal company purpose;
2. Software companies that are developing their software product for the external audience;
3. Start-up companies that have a great idea but need the company to build a Proof of Concept/ Prototype for them within a 5-10k budget.

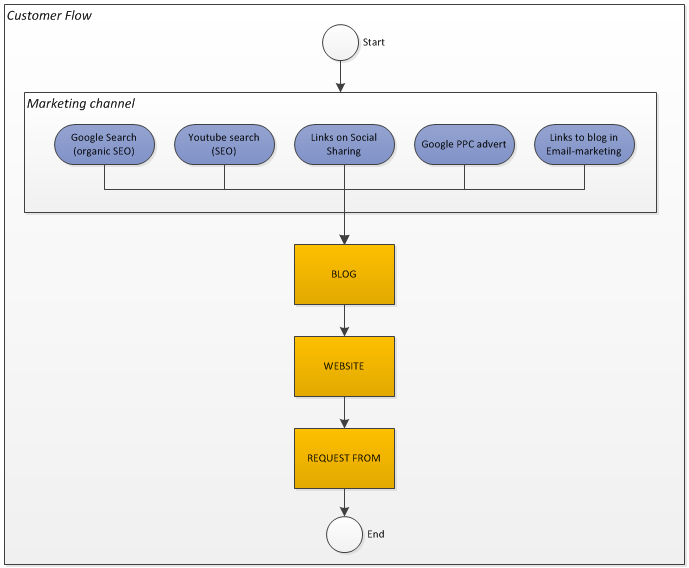
## Business Risks

The business risks might include building a website and a blog that might not be relevant to the target audience or the content will be relevant, but the target audience may to be willing to visit the blog again or leave a request for a quote. Another risk can be that Python language and its high position among famous web products might be degraded and it might be replaced by other modern programming languages, so there will be less demand for the development under python.

# Vision of the Solution

## Vision Statement

The iStartDev website needs to be built on the Python technology, using Django CMS.



<Write a concise vision statement that summarizes the purpose and intent of the new product and describes what the world will be like when it includes the product. The vision statement should reflect a balanced view that will satisfy the needs of diverse customers as well as those of the developing organization. It may be somewhat idealistic, but it should be grounded in the realities of existing or anticipated customer markets, enterprise architectures, organizational strategic directions, and cost and resource limitations.>

## Major Features

<Include a numbered list of the major features of the new product, emphasizing those features that distinguish it from previous or competing products. Specific user requirements and functional requirements may be traced back to these features.>

## Assumptions and Dependencies

<Record any assumptions that were made when conceiving the project and writing this vision and scope document. Note any major dependencies the project must rely upon for success, such as specific technologies, third-party vendors, development partners, or other business relationships.>

# Scope and Limitations

<The project scope defines the concept and range of the proposed solution. It’s also important to define what will not be included in the product. Clarifying the scope and limitations helps to establish realistic expectations of the many stakeholders. It also provides a reference frame against which proposed features and requirements changes can be evaluated. Proposed requirements that are out of scope for the envisioned product must be rejected, unless they are so beneficial that the scope should be enlarged to accommodate them (with accompanying changes in budget, schedule, and/or resources).>

## Scope of Initial Release

<Describe the intended major features that will be included in the initial release of the product. Consider the benefits the product is intended to bring to the various customer communities, and generally describe the product features and quality characteristics that will enable it to provide those benefits. Avoid the temptation to include every possible feature that any potential customer category might conceivably want some day. Focus on those features and product characteristics that will provide the most value, at the most acceptable development cost, to the broadest community.>

## Scope of Subsequent Releases

<If a staged evolution of the product is envisioned over time, indicate which major features will be deferred to later releases.>

## Limitations and Exclusions

<Identify any product features or characteristics that a stakeholder might anticipate, but which are not planned to be included in the new product.>

# Business Context

<This section summarizes some of the business issues around the project, including profiles of major customer categories, assumptions that went into the project concept, and the management priorities for the project.>

## Stakeholder Profiles

<Stakeholders are individuals, groups, or organizations that are actively involved in a project, are affected by its outcome, or can influence its outcome. The stakeholder profiles identify the customers for this product and other stakeholders, and states their major interests in the product. Characterize business-level customers, target market segments, and different user classes, to reduce the likelihood of unexpected requirements surfacing later that cannot be accommodated because of schedule or scope constraints. For each stakeholder category, the profile includes the major value or benefits they will receive from the product, their likely attitudes toward the product, major features and characteristics of interest, and any known constraints that must be accommodated. Examples of stakeholder value include:

* improved productivity
* reduced rework
* cost savings
* streamlined business processes
* automation of previously manual tasks
* ability to perform entirely new tasks or functions
* conformance to current standards or regulations
* improved usability or reduced frustration level compared to current applications

Example:>

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| **Stakeholder** | **Major Value** | **Attitudes** | **Major Interests** | **Constraints** |
| executives | increased revenue | see product as avenue to 25% increase in market share | richer feature set than competitors; time to market | maximum budget = $1.4M |
| editors | fewer errors in work | highly receptive, but expect high usability | automatic error correction; ease of use; high reliability | must run on low-end workstations |
| legal aides | quick access to data | resistant unless product is keystroke-compatible with current system | ability to handle much larger database than current system; easy to learn | no budget for retraining |

## Project Priorities

<Describe the priorities among the project’s requirements, schedule, and budget. The table below may be helpful in identifying the parameters around the project’s key drivers (top priority objectives), constraints to work within, and dimensions that can be balanced against each other to achieve the drivers within the known constraints. For more information, see chapter 2 of Creating a Software Engineering Culture by Karl E. Wiegers (Dorset House, 1996). Examples:>

|  |  |  |  |
| --- | --- | --- | --- |
| **Dimension** | **Driver (state objective)** | **Constraint (state limits)** | **Degree of Freedom (state allowable range)** |
| Schedule | release 1.0 to be available by 10/1, release 1.1 by 12/1 |  |  |
| Features |  |  | 70-80% of high priority features must be included in release 1.0 |
| Quality |  |  | 90-95% of user acceptance tests must pass for release 1.0, 95-98% for release 1.1 |
| Staff |  | maximum team size is 6 developers + 4 testers |  |
| Cost |  |  | budget overrun up to 15% acceptable without executive review |

## Operating Environment

<Describe the environment in which the system will be used and define the major availability, reliability, performance, and integrity requirements. This information will significantly influence the definition of the system’s architecture. Consider questions such as:

* *Are the users widely distributed geographically or located close to each other? How many time zones are they in?*
* *When do the users in various locations need to access the system?*
* *Where is the data generated and used? How far apart are these locations? Does the data from multiple locations need to be combined?*
* *Are specific maximum response times known for accessing data that might be stored remotely?*
* *Can the users tolerate service interruptions or is continuous access to the system critical for the operation of their business?*
* *What access security controls and data protection requirements are needed?>*