
Vision and Scope Document

for

NutriOne App

Version 4.0 approved

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1. Business Requirements

NutriOne is a mobile application designed to connect users with registered dietitians for personalized nutritional advice and support. The app provides a platform for users to search and filter dietitians, communicate with them via messaging and receive diet plans. The app also includes a social media timeline where users can share meals, connect with people, and get inspiration from others.

1.1. Background

The rationale behind NutriOne is the recognition of the growing demand for personalized nutritional advice and support in today's world. With an increase in health consciousness and awareness of the role of nutrition in overall well-being, more people are seeking professional guidance to achieve their health goals. However, finding a registered dietitian and booking appointments can be time-consuming and challenging, particularly for people with busy lifestyles. Moreover, in-person consultations may not be practical for those living in remote areas or those who prefer virtual consultations.

NutriOne aims to bridge this gap by providing a platform for users to easily search and filter registered dietitians based on their preferences, location and speciality. Users can send a request for service, and dietitians can respond with customized packages, including diet plans and consultation time. The messaging system allows for easy and secure communication between users and dietitians, eliminating the need for in-person meetings.

Many nutrition & diet-oriented applications focus on helping dieters track their weight-loss goals. They include logs to keep track of food and water intake, input recipes, track weight loss, or get ideas for meal plans. While these applications have proven to be successful in helping a dieter draw out their plan, they are yet to help dieters strictly stick to their diet plans and achieve their goals in the long run. Moreover, The diet recommendations offered by these apps are too general to satisfy each unique user's requirements. Hence, what works for some may not work for others.

Our application shall focus on creating a space for dieters to not only track their weight-loss journey but also find buddy(ies) who share the same diet or health goals.

Overall, NutriOne addresses the needs of users seeking personalized nutritional advice and support in a convenient, accessible and user-friendly manner.

1.2. Business Opportunity

The market possibilities of our dieting and nutrition-oriented app are very wide. With the growing focus on health and wellness, there is an increasing demand for solutions that help people manage their diets, improve their nutrition, connect with like minds, and get personalized recommendations. This presents an attractive market for an app that can offer individualized diet plans and nutritional advice.

The app will be usable by anyone of any age who is interested in living a healthy lifestyle. As it creates a platform for learners, readers, service providers and product buyers, our app is bringing together the key audience types for a great market value.

The app will be competing in a crowded market of existing dieting and nutrition apps, such as MyFitnessPal, Lose It!, and Noom. It will also be competing with service apps like Armut. However, the several areas where the app differentiates itself includes getting personalized recommendations by real dieticians without breaking the bank and incorporating gamification elements to make the process of dieting and healthy eating more engaging and enjoyable. With these, the app stands out from the competition.

One problem that cannot currently be solved without the app is the challenge of providing personalized nutritional recommendations that take into account an individual's unique dietary needs, preferences, and health conditions. While existing apps can offer general guidance and recommendations, they cannot provide the level of personalization that our app aims to provide.

The app also fits in with current market trends and corporate strategic directions, as there is a growing focus on health and wellness across all demographics, and companies are increasingly investing in digital health solutions. By offering a user-friendly and personalized solution for managing one's diet and nutrition, the app could tap into this trend and provide a valuable service for a large and growing market.

1.3. Business Objectives and Success Criteria

NutriOne shall have 2 main business objectives. One is to acquire users, and the other is to increase user satisfaction.

NutriOne success will depend on its ability to attract and retain at least 100,000 downloads within the first six months of release. Within the following 6 months, we aim to achieve at least 30% active users of the app. NutriOne aims to provide a high-quality user experience that meets the needs of our target audience. Hence, our target for user satisfaction is to achieve at least a 4-star rating on app stores. In the long run, that is, within 2 years of release, we shall then focus on increasing revenue through advertising or subscription models while improving user engagement and satisfaction.

The app's success will be defined and measured by its ability to achieve these business objectives. The factors that are likely to have the greatest impact on achieving our intended success level include the app's user interface and user experience, the reliability of dieticians, the accuracy of their nutritional recommendations, its ability to attract and retain users, and the effectiveness of its marketing and advertising strategies.

To assess whether the business objectives have been met, we shall use analytics tools to track metrics such as revenue, user acquisition and retention, customer acquisition cost, user engagement, and user satisfaction.

1.4. Customer or Market Needs

1. **Customer Needs & Market Segments:** NutriOne aims to address the needs of customers that include individuals with health concerns such as weight management, diabetes, heart disease, or food allergies. The market segment we are targeting also includes athletes or fitness enthusiasts who require specialized diet plans to meet their goals. The app shall be designed to provide easy access to registered dieticians who can offer customized plans, advice, and support.
2. **Customer Problems we aim to address:** customers encounter difficulties in finding a dietician who is a good match for their needs. They struggle to find someone who is available when they need them, who specializes in their specific health concerns, or who offers virtual consultations. Additionally, they find it challenging to stick to their nutrition plans due to a lack of motivation, support, or access to healthy meals. Other challenges faced by customers include the lack of convenient access to registered dieticians and long waiting times for appointments.
3. **Hardware and Software Environment:** NutriOne will operate on both iOS and Android devices. A stable internet connection and sufficient storage space will be needed to download and run the app. The app will be compatible with the latest versions of operating systems and should be optimized for various screen sizes.

4. **Critical Interface and Performance Requirements:** The app shall have a user-friendly interface that is easy to navigate and allows for easy and seamless communication between users and dietitians. The messaging system should be secure and private, with end-to-end encryption. The app should load quickly, and the response time for messaging and meal delivery should be quick and prompt. The app should also be scalable to accommodate a growing number of users and dietitians.

1.5. Business Risks

NutriOne is a complex app which will make use of several components in order to work as desired. Some of the major risks associated with developing NutriOne may include:

- **Market Competition:** Since there are already several established players in the diet and nutrition app market competition could be fierce. This is a significant risk that could impact the app's ability to attract and retain customers.
- **Data Security:** As NutriOne will likely handle sensitive user information, there is a risk of data breaches or cyber-attacks. This risk could result in reputational damage, legal and financial penalties, and loss of customer trust.
- **Implementation Issues & Technical Complexity:** Since the app would be integrating multiple features and third-party services, developing and launching a complex app like NutriOne carries the risk of facing implementation issues, bugs and lagging. This is also a significant risk as it could impact the user experience by causing frustration which can to negative reviews. This risk could also result in development delays and increased development costs for the company.
- **Timing Issues:** As timing is a critical factor in the app market, delays in development or launch could negatively impact NutriOne's market position. This risk could lead to missed revenue opportunities and a reduced market share.
- **Negative Impacts on the Business:** There is a risk that negative feedback or reviews could impact the reputation of NutriOne. This risk could lead to reduced customer confidence, lower sales, and even legal action.

In order to mitigate these risks, we aim to start by performing comprehensive market research and competitive analysis. This will guide the product development journey. Moreso, before finally releasing the product, we shall perform early user testing and obtain feedback to ensure that users find it acceptable. We shall also put much effort into designing a well-planned launch strategy to mitigate timing issues. In addition, an efficient and secure database must be in place to mitigate data security risks. Finally, NutriOne must be equipped with a robust customer support system to address any negative impacts on the business.

2. Vision of the Solution

2.1. Vision Statement

This application is designed for people who want to diet efficiently. Instead of looking for a dietitian, they will request the right dietitian to find them. Customers can filter what they want from the diet. The dietitians act according to the customers' special needs. Customers will have continuous contact with their dietitian. Also with the social hub, customers can motivate themselves while interacting with other customers by sharing content

2.2. Major Features

NutriOne will have the following Major Features:-

NOF-1: Diet Categorization: NutriOne will have multiple categories of diets such as the Mediterranean Diet, Keto Diet, Intermittent Fasting, et. c. Users can explore different categories and obtain basic information on the dietary type.

NOF-2: Dietician Search: Users can search for dietitians based on experience, area of specialization and budget. Upon approval, users can communicate with dietitians for an affordable fee to get personalized diet and nutrition recommendations.

NOF-3: Diet Plans: Users can explore several diet plans by different dietitians vegan or gluten-free. They can add them to their favourites and subscribe to them. The diet plans would have two different plans; Basic Plan and Premium Plan. The basic plan may include limited help and chat services with a limited number of meals per day recipes. The premium plan may include unlimited help and chat services with full board meals.

NOF-4: Food Calories Estimation: Users can look up the number of calories for different meals. The app would estimate and provide the number of calories each food has.

NOF-5: Chat Functionality: Dietitians can communicate with customers through an in-app chat bubble.

NOF-6: Ratings and Reviews: Users can rate and review different dietitians, recipes, and meal plans, providing valuable feedback to the NutriOne community.

NOF-7: Social Media Timeline: Users can share their meals, progress, and other updates on a social media-style timeline. It can also serve as a space for users and dietitians to connect with each other, share tips and advice, and form online support groups.

NOF-9: Favorite Dietary Recipes: Users can save their favourite diet recipes to a list for future reference.

NOF-10: Health Tracker: Users can track their progress towards their health goals, such as weight loss or increased energy levels, and view their progress over time. This can be integrated with their devices such as SmartWatch to get more precise data for a better Lifestyle Tracking

NOF-11: Easy and Secure Online Payment System: The user will be able to make their subscription payment directly through the application.

NOF-12: Notifications and Reminders: NutriOne can send users notifications and reminders for upcoming appointments with dietitians, subscription renewals, and other important events.

NOF 13: Recipe Sharing: Dietitians can share healthy recipes and cooking tips on their social media timelines. Only paid subscribers will gain access to the recipes.

2.3. Assumptions and Dependencies

NOA-01: The user has devices compatible with IOS and Android

NOA-02: NutriOne will always have an update to have an updated dietary-related database

NOA-03: The Social Hub will always have some security layer to detect any inappropriate or unrelated conversation, comments, tags and post content.

NOA-04: Secure and Protected connections with banks for a trusted payment

NOA-05: There might be new releases upon feedback from the users

NOA-06: In the longtime, all the bugs and errors will be detected and fixed as fast as developers can

3. Scope and Limitations

The NutriOne system will incorporate the major features of which users who seek to have a healthy dietary lifestyle will be able to use the application and find their best most suited dietary plan according to their liking. The major benefit is users can save time in searching and they will be able to choose their dietitian based on the reviews or their favourite dietitian plan. They will also be able to track their daily lifestyle and dietary intake. Save their favourite recipes in one place so that they can find and try them again. Find the missing items for the complete dish from our third-party partner easily.

3.1. Scope of Initial Releases

| <i>Features</i> | <i>Release 1</i> | <i>Release 2</i> |
|-----------------|--|-------------------|
| NOF-01 | Categorization of Dietary Plan only w/o dietary info | Fully Implemented |
| NOF-02 | Fully Implemented | - |
| NOF-03 | Fully Implemented | - |
| NOF-04 | Not Implemented | Fully Implemented |
| NOF-05 | Fully Implemented | - |
| NOF-06 | Rating is implemented | Fully Implemented |
| NOF-07 | Not implemented | Fully Implemented |
| NOF-08 | User can add and delete recipes into their favourites but no editing | Fully Implemented |
| NOF-9 | Fully Implemented | - |
| NOF-10 | Fully Implemented | - |
| NOF-11 | Fully Implemented | - |
| NOF-12 | Fully Implemented | - |
| NOF-13 | Fully Implemented | - |

3.2. Scope of Subsequent Future Releases

Subsequent future releases will include:-

NOFR-01: Instalment Payment plan available for users

NOFR-02: Better User Interface for easier interaction for users with the dieticians.

NOFR-03: Larger database for food calorie estimation.

3.3. Limitations and Exclusions

NOL-01: Currently the application can only be used in Turkiye for citizens living in Turkiye. Later on application, it is expected for an expansion to EU countries and UK citizens.

NOL-02: The user will not be able to make any plan termination from the application. Any request for plan termination must be made by phone, email or in person.

NOL-03: The application will be able to tolerate Payment options including Credit Card, Debit Card, and similar payment options but we are not responsible for any financial dispute.

NOL-04: In the initial release instalment plans are not available but later on several subsequent releases instalment plans will be available for users.

4. Business Context

The NutriOne project aims to provide a mobile app platform that connects users with dieticians. The app offers features such as dietician search, messaging, dietary plans, and social media timelines.

Major customer categories include individuals seeking professional dietary advice and guidance, as well as individuals seeking easy access to healthy meal delivery services. Assumptions made in the project concept include the belief that there is a significant market for nutrition and dietary-related apps, and that users will be willing to pay for premium features and services.

Management priorities for the project include the timely and cost-effective development of a high-quality mobile app that meets user needs and expectations. Additionally, the management team must prioritize the development of effective marketing strategies to promote user acquisition and retention.

4.1. Stakeholder Profiles

| Stakeholder | Major Value | Attitudes | Major Interests | Constraints |
|---|--|---|--|--|
| Investors and shareholders | increased revenue | see product as avenue for profitable returns | richer feature set than competitors; user acquisition and retention rates, market value and reputation | Financial risk; market competition; management concerns; regulatory issues |
| Registered dietitians and nutritionists | access to new clients; platform to showcase their expertise; flexible work options; additional revenue stream | see product as avenue to expand their client base and increase revenue | Profile creation, request filtering, messaging and chat functionality with users, diet plan creation and sharing | Platform fee structure, competition from other dietitians on the platform, privacy and security concerns for clients |
| Users, Dieters & healthy-life enthusiasts | ability to perform entirely new tasks or functions improved usability or reduced frustration level compared to current applications | see the app as a way to obtain personalized dietary goals, access healthy food options and connect with others; | easier accessibility to dietitians and healthy food options | Compliance with privacy and security regulations; Integration with systems and software |

4.2. Project Priorities

| Dimension | Driver (state objective) | Constraint (state limits) | Degree of Freedom (state allowable range) |
|-----------|--|---|--|
| Schedule | release 1.0 must be delivered in the third quarter of 2023 | | |
| Features | | | 60-80% of high priority and 30-50% of medium-low priority features must be included in release 1.0 |
| Quality | | | 85-95% of user acceptance tests must pass for release 1.0 |
| Staff | | | at least 5 full-time staff must be available for the duration of the project |
| Cost | | up to 10% overrun from the initial estimate is the top limit for this project | |

4.3. Operating Environment

- All users will be within the same time zone as the one in which the server is located.
- Since the project is a mobile application, any user can access this application who has an internet connection and a mobile device.
- Users may widely be distributed geographically or located close to each other. The distance doesn't matter because the customer and dietician will interact via the app. If the user wants to have a face-to-face appointment with the dietician, they can ask for their location.
- Data loss prevention (DLP for shortly which prevents data from being stolen, lost, or accidentally deleted), encryption and authentication management options will be used for security.
- Continuous access to the system is critical until midnight. Customers and dieticians should be able to communicate in time intervals of their own choosing

APPENDICES

o *Requirements engineering risks & risk management plan*

| Impact | | | | |
|----------------------------|---|---|--|----------------------------|
| I m p a c t | H | Staff member leaves the project | There are problems with the timeline of the project. | |
| | M | Customers do not like the finished product's design and visuality | overrunning the budget | |
| | L | The implementation of project modules (in, for example, an existing platform or application) turned out to be more difficult than expected. | Getting bug reports(Ex. Loading takes a lot of time, a button doesn't work properly etc) | A group member getting ill |
| | | L | M | H |
| | | Probability | | |

- A group member leaves the project in the important step.(**MITIGATE**)
Strategy to be implemented: Share tasks among other qualified groups

- A group member getting ill(**ACCEPT**)
Strategy to be implemented: It is an unpredictable risk so the workload of the sick group member should be distributed to other members and the program should be adjusted according to the situation.

- Getting bug reports(Ex. Loading takes a lot of time, a button doesn't work properly etc)(**MITIGATE**)

Strategy to be implemented: Track bugs and incorporate customer feedback into the project you build.

- Customers do not like the finished product's design and visuality(**AVOID**)

Strategy to be implemented: Talk to customers and ask them in detail what they want and which part of the design they want to change

- There are problems with the timeline of the project. You predict it won't end on time(**MITIGATE**)

Strategy to be implemented: The first talk with the customers about the possibility of the timeline. If they do not accept try to review the plan and decide which parts of the process can be done faster

- The implementation of project modules (in, for example, an existing platform or application) turned out to be more difficult than expected.(**ACCEPT**)

Strategy to be implemented: If it can't solve with enough effort, try to change the platform to fit your project

- Overrunning the budget(**AVOID**)

Strategy to be implemented: Rearranging how much money goes where

o All members contributed equally.