

TurkTrade Stock Market Website and Mobile Application Development

Project Vision Document

Version 1.0

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Revision History

Revision	Date	Author	Reviewed By	Summary of Changes
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1 Introduction

1.1 Purpose

The purpose of this document is to collect, analyze, and define high-level needs and features of the TurkTrade Stock Market Website and Mobile Application Development. It focuses on the capabilities needed by the stakeholders, and the target users, and why these needs exist. The details of how the TurkTrade Stock Market Website and Mobile Application Development fulfils these needs are detailed in the use-case and supplementary specifications.

1.2 Scope

This Vision Document applies to the TurkTrade Stock Market Website and Mobile Application Development (SMWMAD), which will be developed by the TurkTrade team. The TurkTrade team will develop website and mobile application for TurkTrade. With the website and mobile application, investors can trade and invest in a wide variety of stocks virtually and follow live market prices. The website and mobile application support login through a username and password to virtual accounts securely.

1.3 Definitions, Acronyms, and Abbreviations

This section explains all of the terms and abbreviations that are being used in this document, for those who are unfamiliar with them. Not everybody who reads this document will understand all of the terms, so this section is helpful.

Term	Explanation
SMWMAD	Stock Market Website and Mobile Application Development
Stock	A general term used to describe the ownership certificates of any company.
Virtual	Being on or simulated on a computer or computer network
TT	TurkTrade

1.4 References

Reference File Name	Version	Description
SWOT Analysis	1.0	The documentation of SWOT Analysis

This section also contains links to all other places that were referred to in this document. These may include:

- *Web sites*
- *URLs or network locations*
- *Research done for similar products*

Name	Link
SWOT Analysis	https://www.businessballs.com/strategy-innovation/swot-analysis/

2 Positioning

2.1 Business Opportunity

Providing stock price and virtual money to invest in stocks on an application or website helps the investors to understand how the stock market works. Also, people who want to learn how to invest in stocks can take advantage of TurkTrade app and website by investing in stocks with virtual money. This application provides live market prices and users the opportunity to improve their trading skills by investing virtually.

2.2 Problem Statement

The Problem of	High risk of losing in the stock market for inexperienced investors
affects	Investors
the impact of which is	Uncertainty in the investment of the stockholders
a successful solution would be	Inexperienced investors can improve their trading skills with virtual money on the application. Also, they can track stock prices online without any cost.

Table 1 Problem Statement

2.3 Product Position Statement

For	Investors and people who want to be investor
Who	Want to invest in market or need information about stock prices
The <product name>	is a mobile application and website
That	Provides live market prices and virtual investing
Unlike	Current stock market applications or websites which do not have virtual investing
Our product	Supports investors who have no experience to invest in the market and helps to improve their investing knowledge.

Table 2 Product Position Statement

2.4 SWOT Analysis

Strengths	Weaknesses
Likely to be quickest and easiest to implement.	Lack of proper resource
Low cost implementation	Overworked employees

Strong relationship with investors	Work remotely
Opportunities	Threats
Market research to determine investors' trends	Data Manipulation
New Markets	Delay of the live market prices
Limited Competition	Connection problems

3 Stakeholder and User Descriptions

This section provides a profile of the stakeholders and users involved in the project, and the key problems that they perceive to be addressed by the proposed solution. It does not describe their specific requests or requirements as these are captured in a separate stakeholder requests artifact. Instead, it provides the background and justification for why the requirements are needed.

3.1 Stakeholder Summary

Stakeholder Name	Represents	Role
System Analyst	This is a stakeholder that works with the stakeholders to gather their needs.	Leads and coordinates requirements elicitation and use-case modeling by outlining the system's functionality and delimiting the system; for example, identifying what actors exist and what use cases they will require when interacting with the system.
Software Architect	This is a stakeholder that is primary for leading the system development.	Responsible for the software architecture, which includes the key technical decisions that constrain the overall design and implementation for the project. Ensures that the system is going to be maintainable and the architectural solution supports the functional and non-requirements.
Project Manager	This is a stakeholder that is primary for leading the system development.	Plans, manages and allocates resources, shapes priorities, coordinates interactions with customers and users, and keeps the project team focused. Also establishes a set of practices that ensure the integrity and quality of project artifacts.

Stakeholder Name	Represents	Role
Web Developer	This is a stakeholder that works with the stakeholders to gather their needs and leading the web application development.	Responsible for the web development which includes the key technical decisions that constrain the overall design and implementation for the website. Ensures that the website is going to be maintainable.

Table 3 Stakeholder Summary

3.2 User Summary

< Present a summary list of all identified users of the system >

User Name	Description	Responsibilities	Stakeholder
Investors	Primary end user of the application	Laptop or desktop computer, mobile phone, internet, e-mail address, create username and password, phone number	Self
Customer Care	End user of the application	Laptop or desktop computer, mobile phone, internet	Self
Manager	Admin	Laptop or desktop computer, mobile phone, internet, username, password	Self

Table 4 User Summary

4 Stakeholder Requirements

< Categorize and list the requirements from the perspective of the business stakeholder and potential system users >

ID	Requirement	Stakeholder
1	Username, password	System Analyst
2	Username, password	Software Architect
3	Username, password	Project Manager
4	Username, password	Web Developer

Table 5 Stakeholder Requirements

5 System Features

< List and briefly describe the system features. Features are the high-level capabilities of the system that are necessary to deliver benefits to the users. Avoid design. Keep feature descriptions at a general level. Focus on capabilities needed and why (not how) they should be implemented >

ID	Feature	Stakeholder Requirement ID
1	Virtual Investment	2
2	Live market prices	1
3	Log-in, Sign-up	4
4	Historical market data	3

Table 6 System Features

6 Assumptions

The SMWMAD is developed using a component-based software engineering approach.

7 Constraints

Security for the SMWMAD includes authentication, access control, data integrity, and data privacy.

Authentication of the user is by identifier and password.

Investors and manager of the system can monitor and change the state of the system.

Customer Care users can only monitor the system and provides customer services to investors.

Transmissions should be encrypted for privacy.

Easy to use website and application.

System responds quickly to user requests or changes in the investment.