

Vision Document

Vision Document	1
1.Introduction	3
1.1 Purpose	3
1.2 Scope	3
1.3 Definitions, Acronyms, and Abbreviations	3
1.4 Overview	3
2.Product Position	4
2.1 Business Opportunity	4
2.2 Problem Statement	4
2.3 Product Position Statement	4
3.Stakeholder and User Descriptions	5
3.1 Market Demographics	5
3.2 Stakeholder Summary	5
3.3 User Summary	5
3.4 User Environment	6
3.5 Stakeholder Profiles	6
3.5.1 Dog Walker	6
3.5.2 Dog Owner	6
3.6 User Profiles	7
3.7 Key Stakeholder or User Needs	7
3.8 Alternatives and Competition	8
4.Product Overview	8
4.1 Product Perspective	8
4.2 Summary of Capabilities	8
4.4 Cost and Pricing	9
4.5 Licensing and Installation	9
5.Product Features	9
5.1 Sign in	9
5.2 Log in	9
5.3 Set profile	10
5.4 Set dogs' profile	10
5.5 Change profile	10
5.6 Schedule walk	10
5.7 Modify walk	10
5.8 Eliminate walk	10
5.9 Compare walks	10

Dog Walker

5.10 Present available walks	10
5.11 See walk	10
5.12 See profile	10
5.13 Message	11
5.14 Book walk	11
5.15 Track walk	11
5.16 Ask for feedback	11
5.17 Save feedback	11
5.18 Log out	11
6.Constraints	11
7.Precedence and Priority	11
8.Other Product Requirements	11
8.1 System Requirements	11
8.2 Environmental Requirements	12
9.Documentation Requirements	12
9.1 User Manual	12
9.2 Online Help	12

1.Introduction

This Vision Document applies to the Dog Walker App, which was developed for Software Engineering, subject of ITBA university.

Everywhere you go in Buenos Aires you see dogs. In fact, Argentinians love their pets and they are part of their family. We all want the best for them but we can not always give them the attention they need and that includes everyday walks, even less multiple walks.

Dog walkers are here to help dog owners with exactly that. But how do you find dog walkers? And as a walker, how do you find the correct clients? How do you arrange the walk, price and schedules? How do you know you found the right and trustworthy person to take care of your beloved pet? These are the questions our simple and consistent app wants to answer and we expect it to help owners and walkers.

1.1 Purpose

The purpose of the Dog Walker app is to have a simple and consistent platform, easy to interact with, that facilitates the finding of dog owners (DO) and dog walkers (DW), the communication between them and the scheduling of walks.

1.2 Scope

This Product is for dog walkers to create walks as events in a certain area and time and for dog owners to insert their dogs in said walks. Users will also be able to message, check profiles, comments and reviews. Walk requests and their acceptance will be dependent on dog, walker and owner's profiles and preferences. It does not charge any amount for the scheduling of a walk or any other app feature.

1.3 Definitions, Acronyms, and Abbreviations

DWA - Dog Walker App

DW - Dog Walker

DO - Dog Owner

1.4 Overview

The rest of this document will describe how the DWA is positioned in the market, who the Stakeholders and Users are and how they will use the App. In this Vision Document the product and its different features and uses will be described as its constraints

2.Product Position

2.1 Business Opportunity

In the city of Ciudad Autónoma de Buenos Aires, dog walking is a profession in constant growth (both full and part-time) as it is more and more a necessity since people's lives are getting busier and they sure don't want the care of their dogs to be overlooked. But finding the right person, in the right area and in the schedule is no easy task. How do we know what other dogs will be there? How do we know their walking history and what other owners think and recommend? How do we know that person is trustworthy?

Nowadays, the way to find dog walkers or dog owners in need of a walker is just by asking (on social media or in person). There is no feed, app or platform in Buenos Aires that helps and enables this process.

2.2 Problem Statement

The problem of	not having an easy search tool for dog walks
affects	Dog walkers and dog owners
the impact of which is	not having access to all the available offers and making a poor decision
a successful solution would be	to have a platform with walks available in a certain area and time, with a description of the walker and other dogs in that walk and the possibility to send a request and join their dog to the walk.

2.3 Product Position Statement

For	Dog walkers and dog owners
Who	feel the need to have an easy and fast tool to manage their walks, as well as find and rate each other
The Dog Walker App	Is a software product
That	provides said tool and will automatically search information suitable to your dog's information as well as preferred area and schedule, by comparing different profiles
Unlike	The mouth to mouth information and divulgation

Our product	will provide information the user needs, by doing a search and comparison of different profiles that otherwise would be difficult to go have access to and go through.
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3.Stakeholder and User Descriptions

In this part of the Vision Document, stakeholders and users will be identified and their involvement in the Requirements Modeling process will be described.

3.1 Market Demographics

The target market segment can be separated in the two kinds of users we are expecting to have - DO and DW. However, a user can easily be both a DO and a DW and use the DWA as both. Regarding the market demographics for DO it is people with dogs, that may or not have already had DW, and don't have the time or capacity (due to different reasons) to walk their dogs as frequently as they would like. This includes - but it's not limited to - people with jobs that take most of their time, people with low mobility and many more. For the DW, our target market is people who love and have experience with dealing with dogs but are having difficulty finding dogs to walk. These people should have a available time for the walks, obviously, so the target is mainly part-time workers or that have a flexible schedule or currently don't have a job. Experienced DW is something we are really hoping to attract to the DWA.

We are new in this area and by now our reputation is limited to our friends and family and some DW that already showed interested in the product. We want our reputation to grow into a great, recognisable and trustworthy app that users will immediately think about when looking for a DW for their pets or considering ways to get new DO for their walks.

3.2 Stakeholder Summary

In the case of the Dog Walker App, our stakeholders correspond to our end users and their responsibilities will be described in the next section.

3.3 User Summary

Name	Description	Responsibilities	Stakeholder
Dog Owner	End user of the system	Complete profiles, write preferences, insert dog in walks, give feedback	Self
Dog User	End user of the system	Complete profile, write preferences, schedule walks, give	Self

Dog Walker

		feedback	
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3.4 User Environment

The users access the DWA through their cell phones or tablets. In the future, the app will be available in two stores: AppStore and PlayStore

For a task to be completed, two people need to be involved: a DW and a DO. The task cycle doesn't have a defined time to be completed but it starts with a DW scheduling their walks and ends after the walk is finished, when feedback about the interaction is given. Although not directly through the app, physical spaces such as parks are obviously involved in the task and their interaction with the app is by tracking the DW's chosen path.

3.5 Stakeholder Profiles

3.5.1 Dog Walker

Description	A private individual that will use the system to get more clients (also known as dog owners) to their dog walking business and scheduling said walks.
Type	This is a frequent user.
Responsibilities	Ensure that they can provide walks so dog owners can hire them.
Success Criteria	The success will be determined through the continuing using of the App and through reviews.
Involvement	We will have sample users to help evaluate our design and market research results will also guide our vision. We will also do it with the help of all the reviews.

3.5.2 Dog Owner

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Dog Walker

Description	A private individual that will use the system to find a suitable and trustworthy DW for their dogs.
Type	This is a casual to frequent user.
Responsibilities	Ensure that the necessary information and security is provided so they can take a better and safer decision.
Success Criteria	The success will be determined through the continuing using of the App and through reviews.
Involvement	We will have sample users to help evaluate our design and market research results will also guide our vision. We will also do it with the help of all the reviews.

3.6 User Profiles

See previous

3.7 Key Stakeholder or User Needs

Need	Priority	Concerns	Current Solution	Proposed Solution
Secured Access	High	Management of private user information	None	Manage user access with password and encryption
Easy to use	Moderate to High	Ability to provide intuitive navigation to all wireless devices	None	Provide user friendly, highly intuitive and help guided navigation in application regardless of wireless device in use
Communication	Moderate	Ability to	Provide formers	Provide a

Dog Walker

		communicate	phone number	message system
Reviews	High	Reviews of former	None	Provide ranking system with reviews

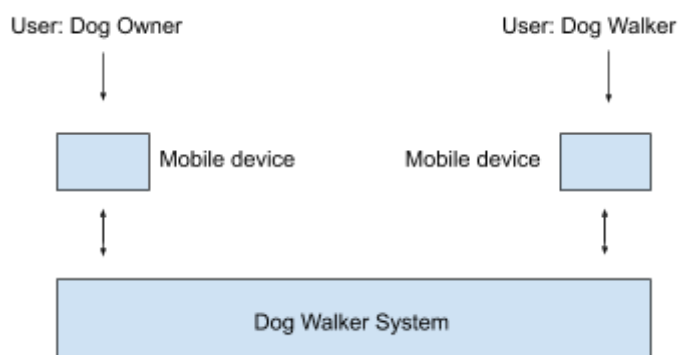
3.8 Alternatives and Competition

The current most used alternative is just mouth to mouth sharing of information, in which people recommend each other dog owners and walkers that they know about. Therefore, there is not a formal competitor in terms of software product.

4.Product Overview

4.1 Product Perspective

The product is an independent and self-contained end-to-end system.



4.2 Summary of Capabilities

Customer Benefit	Supporting Features
Dog owners can find desired dog walkers faster	List of walks sorted by users criteria

Dog Walker

Dog owners can identify the quality of the Dog walker walks	Ranked system with reviews for each Dog walker
Dog owners can locate Dog walkers position while a walk is occurring	Google Maps feature, locating Dog walker position while a walk is occurring.
Dog walkers can get more offers, improving income.	Creating walks for Dog owners to see

4.3 Assumptions and Dependencies

Although this could change in the future, for the time being the product depends solely on its users. According to the product roadmap, there is no factor that would affect the features stated in this document

4.4 Cost and Pricing

For now, the Product is free and has no cost for the users. In the future we want to consider charging a commission for every walk. This would be possible if our App has a system that allows payment in it.

On the other hand, it will have maintenance cost due to the tools we will be using such as Firebase and the Stores where the App will be launched.

4.5 Licensing and Installation

The user requires a supporting device and enough internal memory for installation. For the MVP, this will not be necessary.

5. Product Features

The DWA will have several features that are helpful and attractive for our product. For our MVP not all of these will be implemented, only the ones that are necessary for our system to work.

5.1 Sign in

For first time users.

5.2 Log in

The app will verify if the password is correct and if so users can start using it.

5.3 Set profile

Fill in the information asked about themselves and their preferences. This is for both profiles (DO, DW). The app needs to be able to save the information and only make public the relevant parts.

5.4 Set dogs' profile

For DO. This can be done at any time. The app needs to be able to save the information and only make public the relevant parts.

5.5 Change profile

The app needs to be able to let users modify, include or exclude information and save the modified profiles.

5.6 Schedule walk

Schedule a new walk, with specifications regarding preferences and time and area. The app needs to let DW do this and should save all the information.

5.7 Modify walk

The details of a previously created walk can be modified.

5.8 Eliminate walk

A previously created walk can be deleted.

5.9 Compare walks

The app needs to access the information of the schedule walks, the DW profile and preferences and use this to compare with other walks in order to make a list of the walks more suitable for each DO. In order to do that, it needs to have access to the DO information and see which walks suit their preferences best.

5.10 Present available walks

The app needs to present the best available walks to DO, according to their needs.

5.11 See walk

The app needs to let DO see details of the walks, such as what other walks are already in it.

5.12 See profile

The app needs to let DO and DW see each other relevant profile's information in order for them to decide if they want to request/accept/deny the walk

5.13 Message

The app needs to be able to let users message each other. The content of this conversation cannot be accessed by other users not participating in it.

5.14 Book walk

The app needs to send the booking request to the DW that will accept or deny it and then the app notifies the DO with the answer. Details can be discussed in the chat.

5.15 Track walk

The app should have a map feature in which DO can track the walk as it occurs so they can now where their pets are

5.16 Ask for feedback

After each walk, the app should ask DO about feedback of the walk and DW. It should also ask the DW for feedback of the walk, DO and dogs.

5.17 Save feedback

The app needs to save said feedback, send it to whom it concerns and make it available in that users profile.

5.18 Log out

The app will allow to close the account if wanted.

6.Constraints

The DWA will work for residents of the Ciudad Autónoma de Buenos Aires, Buenos Aires, Argentina.

7.Precedence and Priority

The precedence and priority of the different system features are very intuitive and well defined in the way the App works but includes, for example, filling out your Dog Walk profile before setting up a walk and also having a Dog profile filled in before trying to book a walk.

8. Other Product Requirements

8.1 System Requirements

The system requires a supporting device - for our first iteration all Android smartphones should support it - and to have memory available for the download.

8.2 Environmental Requirements

For the DWA to be used correctly it must have first been downloaded to a device that supports it and internet connection is necessary to use the app

9. Documentation Requirements

9.1 User Manual

The DWA does not provide a user manual or a tutorial since it is user friendly and highly intuitive.

9.2 Online Help

The Product does not provide online help system as it's easy and direct to interact with. However, a contact will be available for any specific question that may occur.