**Streamfeeder Web Application**

**Business Requirements Document**

Project: Streamfeeder Web Application

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**TABLE OF CONTENTS**

**1. Project Overview........................................................................................................................2**

**2. Document Information..............................................................................................................3**

**3. Business Opportunity................................................................................................................4**

**4. Business Requirements..............................................................................................................5**

**5. Non-Functional Requirements..................................................................................................7**

**6. External Data Feeds...................................................................................................................8**

**7. Business Risks............................................................................................................................8**

# 1. Project Overview

This document describes the business/user requirements for the Streamfeeder Application that will provide a basis for the following project activities:

* Introducing business/user requirements
* Creating test plans and test specifications
* Identifying stakeholders
* Devising solutions to project tasks
* Produce an application that will enable users to buy high-end designer goods directly from the website
* Determining when the project is complete
* Assessing the degree to which the project succeeded

**1.2 Glossary of Terms**

|  |  |
| --- | --- |
| **Term** | **Definition** |
| Social Media Platforms | Streamfeeder’s goal is to integrate social media platforms into one application. These platforms will include any applications that are driven by user generated content. |
| Graphical User Interface(GUI) | Refers to the actual presentation, and interactions, of the website when a person logs into and browses the webpage. |
| Target Demographic | This is defined as the overall group of users we are designing our application to be used by. |
| Web Application | Our application will be built on a web-based platform. |

# 2. Document Information

**2.1 Audience**

|  |  |  |
| --- | --- | --- |
| **Name** | **Business Unit** | **Role** |
| Payment Processor | Finance Management | Partner/Supplier |
| Social Medial Platforms | Daily Need Management | Partner/Supplier |
| Advertising Partners | Ad Sales Management | Partner/Investor |
| Users | Account Management | Web Application Users |
| Small Businesses | Account Management | Web Application Users |
| Bands | Account Management | Web Application Users |

# 3. Business Opportunity

**3.1 Project Overview and Background**

The goal of this project is to provide a unique solution for social media browsing, simplifying the process for the user. This application will provide a sleek user interface by which the consumer can peruse a plethora of different social media sources, including popular outlets such as Reddit, Twitter, Facebook, and Instagram.

**3.2 Current State Analysis**

According to pewresearch.org, Reddit, Twitter, Facebook, and Instagram are among the 9 most popular social media sites. In 2005, approximately 5% of surveyed adults in the US used some form of social media. By 2019, that figure reached over 70%. A multitude of people use different social media outlets, visiting each more daily. A 2018 survey found that among US adults who use Facebook, 51% of them use it more than once a day. Similarly, of US adults who use Instagram, 42% visit it more than once a day and for Twitter, 25% visit it more than once a day. There is a large percentage of the population who utilize these applications multiple times per day. Wouldn’t it be convenient if you could open a single app and see the most relevant posts from each of these social media giants?

**3.3 Future State Objectives**

The objective is to create a web application that will be able to take the best of each of these platforms, find the commonalities among them, and combine them into a single application for ease of use and availability of information.

**3.4 Stakeholders**

**Internal Stakeholders**

|  |  |
| --- | --- |
| **Stakeholder** | **Interest** |
| Project team | All members of the project team have a stake in the efficient and successful execution of the project. |
| Project sponsor | The project sponsor will be providing the funding for the project and, as the provider of our most important resource, is the most important internal stakeholder. |

# External Stakeholders

|  |  |
| --- | --- |
| **Stakeholder** | **Interest** |
| End users - (individual social media users, bands, businesses, marketers) | Most important external stakeholder and primary source of revenue generation.  Our application must be developed with the end users at the forefront of our development efforts |
| Third-party applications | Considering we will be using APIs of third parties to implement our app, these third parties are stakeholders in that we will be utilizing their data, technologies and platform.  The project must adhere to the user protocols as described in the API documentation. The success of our app also depends on the reliability and speed of data delivered through these APIs. |
| Advertising partners | These partners will be a source of our revenue generation.  They have a stake in the click-through-rate and revenue generated through the users on our platform. |

# 4. Business Requirements

**4.1 Business Scope**

The assumption underpinning our application is that the use of social media has become prolific in our society. For better or worse, it is where people get their news, stay in touch with friends and coworkers, promote events, raise awareness, network and generally conduct their lives. Especially given the unique circumstances created by the novel coronavirus pandemic, people are spending more time interacting over the internet than they ever have before. This trend was accelerating even before the pandemic, and has entered warp speed given the current state of society. Streamfeeder aims to add value through providing an interface that will intertwine these platforms, thereby enhancing the user experience, and bringing their much-desired content into one application. Our revenue will be generated through advertising sales and offering premium features to users who desire a more enriched experience.

**4.2 Details of Business Requirements**

**Internal Users**

*4.2.1 Account Management*

4.2.1.1 Secure, easy sign in capabilities

4.2.1.2 Ability to view, modify and delete user accounts

4.2.1.3 Ability to modify user premium status

4.2.1.4 Ability to view, modify and delete user accounts

*4.2.2 Ad Sales Management*

4.2.2.1 Ability to display ads

4.2.2.2 Ability to produce targeted ads

4.2.2.3 Ability to collect ad revenue

4.2.2.4 Ability to remove ads using premium subscription

4.2.2.5. Ability to manipulate ads as per user requirement

*4.2.3 Finance Management*

4.2.3.1 Ability to allow payment processing.

4.2.3.2 Ability to verify user identity and payment form.

4.2.3.3 Ability to post order history.

4.2.3.4 Ability to save payment method details.

4.2.3.5 Ability to store subscription due dates.

*4.2.4 Daily Need Management*

4.2.4.1 Ability to check daily subscriber rate

4.2.4.2 Ability to check like-dislike rate

4.2.4.3 Ability to check payment details

**External Users**

*4.2.5 Subscribed Users*

1. 4.2.5.1 Ability to manage multiple social media feeds subscriptions
2. 4.2.5.2 Ability to cancel a subscription
3. 4.2.5.3 Ability to save a list of channels which a customer has subscribed to
4. 4.2.5.4 Ability to save a video

*4.2.5 Guest Users*

1. 4.2.6.1 Ability to view and scroll through default landing page
2. 4.2.6.2 Ability to create an account

# 5. Non-Functional Requirements

|  |  |
| --- | --- |
| Category | Requirements |
| Usability | The application's GUI interface should feature a simple and intuitive design, with menu options clearly labeled and field functions obvious to any user. |
| Usability | The purpose of any section of the application should be immediately evident to any user. |
| Usability | The application should be easy to navigate and users should be able to immediately access any significant functionality that they may need within a few clicks, ideally in one click. |
| Performance | The response time of the application should not be impacted by latency that will significantly impact the evident availability of application features or information |
| Performance | The application should be available for users 24 hours a day, every day of the year. |
| Performance | The application should be not make excessive demands on customer's computer or device memory capabilities |
| Performance | The application should support several users using simultaneously. |
| Security | The application will be protected from hackers and intrusion by various security measures |
| Security | Encryption for customer's personal data that is maintained on the web application's server |
| Database | Application will use the MySQL database. |
| External System | Application will be able to interface successfully with social media websites, credit card payment services, and other online resources |

# 6. External Data Feeds

*6.1 Social Media Feed*

* + 1. 6.1.1 Enables user to browse social media content from third-party applications
    2. 6.1.2 Users can like and comment on posts from social media feeds
    3. 6.1.3 Users can create posts and upload them to social media feeds

*6.2 Display Ads*

6.2.1 Serves advertisers to our users through an advertising service (i.e. AdSense)

*6.3 Payment System*

6.3.1 Enables customers to electronically pay for account upgrades

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# 7. Business Risks

1. Due to there being many similar applications online, stream feeder is facing a lot of competition and challenges in our business model. Therefore, we will focus on improving user experience to attract more users. Ensuring the user interface is easy and smooth to use, making good user guidance and attractive out-looks of the interface will be taken into consideration to improve our product competitiveness. Also, we will need to find out the balance between advertising timing and pop-up messages, in order to avoid breaking the user experience by constant advertising. Besides, software issues would be at risk of any applications including stream feeder, for that stream feeder needs to use third party websites’ resources as the content. So, it has highly dependency on third party APIs, it is important to keep these APIs available for normal operation. Once it loses efficacy, a secondary work plan or replacement method might be needed to keep the application work. Testers should check the statements of these APIs regularly to ensure they are available and update compatibility on time.