Vision and Scope Document

for

**ReadMate**

**March 4, 2023**

**GROUP 6**

Table of Contents

1. Business Requirements

1.1. Background, Business Opportunity, and Customer Needs

1.2. Business Objectives and Success Criteria

1.3. Business Risks

2. Vision of the Solution

2.1. Vision Statement

2.2. Major Features

2.3. Assumptions and Dependencies

3. Scope and Limitations

3.1. Scope of Initial and Subsequent Releases

3.2. Limitations and Exclusions

4. Business Context

4.1. Stakeholder Profiles

4.2. Project Priorities

# Business Requirements

## 1.1. Background, Business Opportunity, and Customer Needs

The world is becoming increasingly digital, and the way people read books is changing too. While traditional print books are still popular, many people are turning to e-books and digital reading apps for convenience and accessibility. A reading books app can provide a wide range of benefits, such as instant access to a vast library of titles, the ability to read on-the-go, and features like highlighting and note-taking that can enhance the reading experience.

Currently, in Vietnam, there are not many platforms that allow authors to freely compose professionally on the internet. Therefore, this literary app will provide users with a place to freely compose, read and discuss literary works. At the same time, the app will also act as an agent for authors on copyright, trading, etc., not only in the region but also abroad, making it easy for Vietnamese authors to bring their works to them. more readers.

## 1.2. Business Objectives and Success Criteria

BO-1: Increase user engagement:Increase the number of books read per user by 15%. within the

first year of launch

BO-2: Drive revenue growth: Achieve a monthly revenue of $10,000 within the first year of

launch, with at least 50% of revenue coming from subscriptions.

BO-3: Expand user base: Increase the number of registered users by 20% every quarter, with a

goal of reaching 500,000 registered users within two years of launch.

SC-1: User retention: Achieve a user retention rate of at least 40% after six months of app usage,

as well as increase the number of daily active users by 50% within the first year of launch.

SC-2: Revenue growth: Achieve a monthly revenue growth rate of at least 15% within the first

six months of launch, as well as maintain a customer acquisition cost that is lower

than the lifetime value of a user.

**1.3. Business Risks**

RI-1: Competitor entry: The reading books app market is competitive, and there is a risk that

new competitors could enter the market and offer similar or better features and pricing.

This could result in a loss of market share, decreased revenue, and reduced user

engagement and loyalty. . (Probability = 0.4; Impact = 3)

RI-2: Technological challenges: A reading books app is reliant on technology, and there is a risk

of technical challenges such as app crashes, data breaches, or compatibility issues with

different devices or operating systems. These challenges could result in user frustration and

a loss of trust, as well as increased costs associated with resolving technical issues..

(Probability = 0.6; Impact = 4)

RI-3: Intellectual property disputes: There is a risk that the app could infringe on the intellectual

property rights of others, such as copyrighted books or trademarks. This could result in

legal disputes, fines, and reputational damage, as well as potential loss of revenue or

market share if certain titles or features are removed from the app. (Probability = 0.6;

Impact = 4)

# Vision of the Solution

## 2.1. Vision Statement

Our vision is to provide a seamless and immersive digital experience that brings the joy of reading comics to fans worldwide. Through our app, we aim to empower readers to easily discover and explore new comics, connect with their favorite characters and creators, and share their passion with a vibrant community. We strive to be the go-to destination for anyone who loves comics, by continuously innovating and enhancing our app to deliver the most enjoyable and engaging reading experience possible.

## 2.2. Major Features

FE-1: Tracking feature: including the history of the story you just read, the story you're

following, and the author you're following

FE-2: Rank all stories according to 3 criteria: story genre (romance, male student, passion,

polyclinic, ...), status (newly completed, views, ratings, comments, new), for a period of

time (this week, this month, any time, find in a specific month)

FE-3: The hall includes story reviews and story discussion topics, filtered by story genre

FE-4: Bookcase: Allows users to divide books into many compartments according to personal

preferences (can be public or private to others)

FE-5: Bookmark: including marking the chapter you are reading, and bookmarking your favorite

chapter

FE-6: Write stories: the app provides a text editor that allows users to compose right on the app

FE-7: Enter the VIP chapter of the story (applicable to works with 20 chapters or more): the

author must enter the VIP chapter by chapter and can determine the VIP opening fee by

himself. And readers need to buy each VIP entry chapter to be able to read.

FE-8: Give gifts: Readers can buy gifts for their favorite authors

FE-9: Recharge (convert to app currency) use this currency to buy VIP chapters and give author

gifts

## 2.3. Assumptions and Dependencies

AS-1: There is a large market of readers who are interested in using a digital reading platform.

AS-2: The app's recommendation system is effective at providing relevant book suggestions for

users.

DE-1: The app's success is dependent on the availability and willingness of publishers to license

their books to the platform.

# Scope and Limitations

## 3.1. Scope of Initial and Subsequent Releases

| **Feature** | **Release 1** | **Release 2** | **Release 3** | |
| --- | --- | --- | --- | --- |
| FE-1 | Fully implemented |  |  |
| FE-2 | Ratings need to show on home page |  |  |
| FE-3 | Not implemented | The Hall need to display according to the trending and what readers interested in |  |
| FE-4 | Fully implemented |  |  |
| FE-5 | Not implemented | Fully implemented |  |
| FE-6 | Not implemented | Not implemented | The author can save the draft to the system if it is not finished yet |
| FE-7 | VIP account will get a discount when buying story chapters |  |  |
| FE-8 | Not implemented | Not implemented | Author can see gift and giver |
| FE-9 | Fully implemented |  |  |

## 3.2. Limitations and Exclusions

LI-1: Users may experience eye strain or fatigue when reading for extended periods of time on a screen, which could limit the amount of time they spend using the app.

LI-2: Staff may not be able to handle multiple publishing requests at once

# Business Context

## 4.1. Stakeholder Profiles

| **Stakeholder** | **Major Value** | **Attitudes** | **Major Interests** | **Constraints** |
| --- | --- | --- | --- | --- |
| Publisher | Instead of just reading stories online, publish products for authors, broaden the author's consumer base, and improve the customer experience. | strong commitment through the first release, support for next release based on earlier result | Calculate reader usage to cut costs and become ready for new releases | none identified |
| Staff | Before products are published, the author's works should be reviewed by staff for legality and suitability. | Do not falsify throughout the censorship process; maintain the standards of the works before they were censored | job preservation | Employee education on content moderation procedures and relevant laws |
| Payment Service Provider | Facilitate readers' account paying, and manage users' donation transactions | Assistance and collaboration when required | optimize changes in current payment applications | none identified |

## 4.2. Project Priorities

| **Dimension** | **Driver** | **Constraint** | **Degree of Freedom** |
| --- | --- | --- | --- |
| **Schedule** |  | 30/11/2040; 25/12/40 | release 1 planned to be available by 3/1/03, release 2 by 5/1/03; overrun of up to 3 weeks acceptable without sponsor review |
| **Features** |  | All features scheduled for release 1.0 must be fully operational |  |
| **Quality** |  | 95% of user acceptance tests must pass; all security tests must pass; compliance with corporate security standards must be demonstrated for all secure transactions | User interface must run well on mobile devices including iphone, android |
| **Staff** | projected team size is half-time project manager, 2 developers, and half-time tester; additional half-time developer and half-time tester will be available if necessary | DEV must be 5 people full time  PM 0.5 people  Tester 3 full time |  |
| **Cost** |  |  | budget overrun up to 15% acceptable without sponsor review |