
COMPANY NAME

BizHorizon

Project Vision Document

Version 1.4

9/15/2024

Revision History

Revision	Date	Author	Reviewed By	Summary of Changes
Version 1.2	9/15/2024		Professor Laily	<ul style="list-style-type: none"> • Introduction (Purpose, Scope, Definitions, Acronyms, and Abbreviations) • Positioning (Business Opportunity, Problem Statement, Product Position Statement, SWOT Analysis) • Assumptions • Constraints
Version 1.4	10/02/2024		Professor Laily	<ul style="list-style-type: none"> • Revision History • Document Approval List • Document Distribution List • Introduction (References) • Stakeholder and User Descriptions (Stakeholder Summary, User Summary) • Stakeholder Requirements • System Features

Document Approval List

Version	Approved By	Signature	Date
Project Vision Template, Version 1.4	Professor Laily		
High-Level Requirements Template, Version 1.3	Professor Laily		
Personas and Stories Template	Professor Laily		
Minutes of Meeting Template	Professor Laily		

Document Distribution List

Version	Name of the Receiver/Group	Date
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1 Introduction

The Project Vision Document gives a full look at the BizHorizon application. It explains what the project aims to do and who it involves. The document talks about the main features and important problems it solves. It lays out a plan for how design and development will move forward. Everyone involved should get a clear idea of what the project wants to achieve and what it will deliver.

1.1 Purpose

- Create an affordable and user-friendly web/mobile application to help small businesses manage their products, services, appointments, ordering, payment systems and other features
- Help businesses stay up to date with modern technology and efficiently adapt to industry trends and customer demands.
- Help businesses to increase their online presence and optimize their operational processes.
- Provide customers with convenient solutions to use services and products, booking, ordering and making payments.

1.2 Scope

The BizHorizon project aims to build a web and mobile application designed to help businesses track bookings, sales, and payments while ensuring the security of customer information. The app features a secure admin dashboard, along with integrated payment options and robust data protection.

1.2.1 In Scope

- User Interface: Design and develop a web/mobile UI for customers to manage their operations.
- Admin Dashboard: Design and develop a management panel for small business owners to handle business operations.
- Back-end Development: Set up a server for storing customer and business data, ensuring secure user authentication and authorization.
- Payment Integration: Implement a secure online payment system for customer transactions, including transaction data management.
- Data Security: Ensure implementation of encryption and data protection mechanisms which comply with privacy standards.

1.2.2 Out of Scope (not included in this phase of development process)

- Any integration with third-party Customer Relationship Management (CRM) systems.
- Advanced features such as complex analytics and marketing tools (advertising, email marketing, social media marketing, promotion and discounts, loyalty programs, etc.).
- Ongoing updates and maintenance after project completion.

1.3 Definitions, Acronyms, and Abbreviations

<This subsection provides the definitions of all terms, acronyms, and abbreviations required to properly interpret the Project Vision document. This information may be provided by reference to the project's Glossary>

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
API	Application Programming Interface
CRM	Customer Relationship Management
UI	User Interface
UX	User Experience
DB	Database
SaaS	Software as a Service for connecting and using cloud-based apps over the Internet.

1.4 References

<This subsection provides a complete list of all documents referenced elsewhere in the Project Vision. Identify each document by title, report number if applicable, date, and publishing organization. Specify the sources from which the references can be obtained. This information may be provided by reference to an appendix or to another document>

Reference File Name	Version	Description
Project Vision Template	Version 1.4	This document outlines the overall vision for the BizHorizon project, including its purpose, scope, problem statement, information about users and stakeholders and key system features. It provides stakeholders with a clear understanding of the project's goals and objectives.
High-Level Requirements Template	Version 1.3	This document specifies the key business requirements for the BizHorizon application, detailing what the system should achieve, including payment gateway integration and business management features.
Personas and Stories Template	Version 1.1	This template is used to create detailed user profiles (personas) and their interaction scenarios (stories) with the BizHorizon system. It helps in understanding user needs and defining user-centered features.

Reference File Name	Version	Description
Minutes of Meeting Template		This document highlights the main discussion topics, decisions made, and actions taken during project meetings. It is essential for monitoring project progress and ensuring that all team members are on the same page regarding tasks and deadlines.

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/
Where You Go for Software	https://www.g2.com/
Software Advice	https://www.softwareadvice.com/

2 Positioning

2.1 Business Opportunity

This project addresses the growing need for small businesses to enhance their online presence and operational efficiency. As more consumers prefer digital interactions, businesses without online booking, ordering, and payment systems risk losing customers and becoming less competitive. This low-cost and user-friendly application will offer small businesses tailored solutions to overcome these challenges, optimize their operations, attract more customers, and increase revenue. Additionally, this application will reduce manual processes, allowing businesses to focus more on their main products and services, saving resources and improving accuracy.

2.2 Problem Statement

Small businesses often struggle to manage their online presence, handle daily tasks, and effectively connect with customers. These challenges result in financial losses, poor performance, and dissatisfied clients. A comprehensive solution is needed to streamline operations and enhance online communication.

The Problem of	small businesses struggle with maintaining an online presence, managing their operations, interacting with customers, and effectively improving customer satisfaction.
affects	<ul style="list-style-type: none">• Small business owners;• Existing and potential customers;• Suppliers;• Business partners;• Third-party service providers;
the impact of which is	<ul style="list-style-type: none">• Lost revenue opportunities• Ineffective operations and business management system• Poor customer experience;• Lack of online platform and as a result lack of reputation and brand awareness
a successful solution would be	A web-based platform that enables small businesses to manage their services, appointments, orders, and payments efficiently, resulting in increased revenue, improved customer engagement, and optimized operations.

Table 1 Problem Statement

2.3 Product Position Statement

< A product position statement communicates the intent of the application and the importance of the project to all concerned personnel >

For	small business owners who need an easy and efficient way to manage their bookings, orders, and payments online.
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Who	struggle with maintaining an online presence, streamlining operations, and building customer relationships.
BizHorizon	Operations Management Platform for Small Businesses
That	allows businesses to increase their visibility, automate and simplify manual tasks, and improve customer satisfaction through a simple and flexible platform.
Unlike	Square Appointments, Acuity Scheduling, Wix Bookings, and Mindbody. These programs are designed for small businesses and focus on simple online booking, managing appointments, and payment solutions. Our application will have a comprehensive admin dashboard that not only manages bookings and payments but also provides advanced business analytics about customer preferences, top-selling services, and seasonal trends, helping small businesses make data-driven decisions. Another additional feature is an Integrated Customer Feedback and Reviews System, which allows small businesses to collect and display customer reviews and manage their online reputation directly without relying on other review websites.
Our product	offers a modern and interactive interface, designed specifically for non-technical users, with built-in features for customer reviews and feedback, enabling businesses to enhance their reputation and customer engagement.

Table 2 Product Position Statement

2.4 SWOT Analysis

<Reference: <https://www.businessballs.com/strategy-innovation/swot-analysis/>>

Strengths	Weaknesses
User-friendly interface	Limited initial recognition, which may make it harder to achieve market acceptance and share.
Comprehensive service/product management system	Dependency on internet connectivity.
Secure payment integration	
Opportunities	Threats
Expansion to different sectors and markets	Competitive solutions with broader functionality
Possibility of adding features like marketing tools, loyalty programs or industry-related templates.	Security and privacy concerns around customer data

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

< There are a number of stakeholders with an interest in the development and not all of them are end users. Describe and list the project stakeholders>

Stakeholder Name	Represents	Role
<Name the stakeholder type >	< Briefly describe what the stakeholder represents with respect to the project >	< Briefly describe the role the stakeholder will play throughout the lifecycle of the project.>
Regulatory authorities	Compliance and legal standards	Ensure that the application complies with all relevant regulations, impacting the features and operation of app
Marketing team	Brand and presence in the market	Promote the application visibility in the market and maintain engagements with clients and attract new customers

Table 3 Stakeholder Summary

3.2 User Summary

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

User Name	Description	Responsibilities	Stakeholder
[Name the user]	[Briefly describe what they represent with respect to the system.]	[List the user's key responsibilities with regard to the system being developed; for example: captures details produces reports coordinates work and so on]	[If the user is not directly represented, identify which stakeholder is responsible for representing the user's interest.]

User Name	Description	Responsibilities	Stakeholder
Business Owner	Owners of small businesses using the app	Oversee entire business operations via the app, manage employee roles, handle finances, and interact with customers.	Directly represent their own interests, primary users and those benefit from the app
Customer	Customers using the app for services or booking	Use the app to book services, make payments, and post reviews, expecting reliability and user-friendliness.	Customer Support Team addresses their needs and ensures a positive user experience.

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
SR1	An easy-to-use system where both businesses and customers can schedule and manage appointments/services smoothly	Business Owners, customers
SR2	All transactions must be safe and fast, giving users confidence and convenience when handling payments.	Business owners, customers
SR3	The system must automate and integrate supply management processes to facilitate seamless coordination with suppliers, ensuring efficient operations and timely deliveries.	Supply managers, business owners
SR4	A support system that quickly resolves customer issues and provides helpful feedback	Customer support staff/customers
SR5	System should offer updates on inventory levels or available services, ensuring accurate information is always accessible	Business owners/ Service staff
SR6	It should Include features for the marketing team to engage customers with promotions and track the success of these efforts.	Marketing team
SR7	The system must meet all legal requirements for data security, protecting user information against breaches.	Regulatory Authorities
SR8	The system should be able to grow with the business, easily adapting to increased demand without compromising performance	Developers, Business Owners

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
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1	Easy-to-use booking and scheduling platform	SR1
2	Secure payment processing system	SR2
3	Automated supply chain coordination	SR3
4	Help-desk support	SR4
5	Real-time inventory management system	SR5
6	Marketing and promotion in the system	SR6
7	Regulatory compliance and data security system	SR7
8	Scalable business growth infrastructure	SR8

Table 6 System Features

6 Assumptions

- *Operations Management Platform for Small Businesses application will include all the planned features and options.*
- *The project will be completed within the given timeframe.*
- *The application code will be clean and efficient, undergoing thorough testing to minimize bugs and adhere to all quality standards.*
- *All necessary security protocols will be implemented to protect user information.*

7 Constraints

- *Small business owners may be resistant to change and hesitant to adopt new technology.*
- *Many small businesses have limited budgets and may not be able to afford to implement new solutions.*
- *Some businesses may use outdated hardware that isn't fully/partially compatible with the application.*
- *Some businesses may experience poor or unreliable internet connections.*
- *The platform's success may depend on third-party services, such as payment gateways, hosting services, local laws and regulations, etc.*