

Ask2Pay	Team Number: 5
SE 477 Product Overview-Stakeholders Document	Date: 04/28/2020

1.0 Product Name & Description

Product name: Ask2Pay e-payment application

Description: Ask2Pay is an electronic payment application that provides alternative payment methods for users who depend on others to fund their endeavors. For example, options exist for users to request other users to pay for them on the app via gift or loan. An additional method of payment could potentially be via crowdfunding. Through Ask2Pay, a user could request a one-to-one monetary gift/donation from another user, organize a crowdfunding effort, or request a loan. Moreover, Ask2Pay is not just for individual use. Ideally, it'll be designed with the capability to be utilized by various institutions, such as non-for-profit organizations, to attain funding or donations.

2.0 Product Vision Statement

Target customer:	For individuals or organizations with minimal funding or limited means
Need or opportunity for customer:	Anyone who is looking to send or receive money, whether it be for the purpose of crowdfunding, or sending/receiving money at an individual level
Category of product:	Ask2Pay is an alternative e-payment method
Key benefit:	Provides an easy way to request money via gift or a loan, and also provides an easy way to send a gift or loan
Competing alternative:	Unlike other payment applications such as Apple Pay, PayPal or Venmo
Primary differentiation:	Our application supports gift and loan requests/repayments from individual to individual as well as gift and loan requests/repayments between individuals to groups

Ask2Pay	Team Number: 5
SE 477 Product Overview-Stakeholders Document	Date: 04/28/2020

3.0 Top-10 Features Backlog

Priority	Feature ID	Short Description	User Story
1	1-1	Requester asks individual for gift	As an Ask2Pay user, I want to be able to request a gift from another individual user so that I can receive the money that I need.
2	1-2	Sender sends gift	As an Ask2Pay user, I want to be able to send a gift to an individual user so that I can help with their needs.
3	1-3	Requester asks group for gift	As an Ask2Pay user, I want to be able to request a gift from a group of users so that I can receive the money that I need.
4	1-4	Sender contributes partial gift as part of a group	As an Ask2Pay user that is part of a group, I want to be able to contribute to part of a gift for an individual user.
5	1-5	Requester asks Individual for loan	As an Ask2Pay user, I want to be able to request a loan from another individual user so that I can receive the money that I need.
6	1-6	Sender sends loan	As an Ask2Pay user, I want to be able to send a loan to an individual user so that I can help with their needs.
7	1-7	Requester asks group for loan	As an Ask2Pay user, I want to be able to request a loan from a group of users so that I can receive the money that I need.
8	1-8	Sender contributes partial loan as part of a group	As an Ask2Pay user that is part of a group, I want to be able to contribute to part of a loan for an individual user.
9	1-9	Recipient pays back loan in full	As an Ask2Pay user, I want to be able to pay back money that was lent to me in full.

Ask2Pay	Team Number: 5
SE 477 Product Overview-Stakeholders Document	Date: 04/28/2020

10	1-10	Recipient pays back loan in installments	As an Ask2Pay user, I want to be able to pay back money that was lent to me in installments.
----	------	--	--

4.0 Product Roadmap

Release: 1	Release: 2
Qtr or Date: Q2 2020 (15 May 2020)	Qtr or Date: Q3 2020 (15 Aug 2020)
Theme: Person to Person Payment	Theme: Crowdfunding Payment
Features: <ul style="list-style-type: none"> • Requester asks individual for gift • Sender sends gift 	Features: <ul style="list-style-type: none"> • Requester asks groups of persons for gift • Sender contributes partial gift as part of a group

Ask2Pay	Team Number: 5
SE 477 Product Overview-Stakeholders Document	Date: 04/28/2020

Release: 3	Release: 4
Qtr or Date: Q4 2020 (15 Nov 2020)	Qtr or Date: Q1 2021 (15 Feb 2020)
Theme: Person to Person Loans	Theme: Crowdfunding Loans
Features: <ul style="list-style-type: none"> • Requester asks Individual for loan • Sender sends loan • Recipient pays back loan in full • Recipient pays back loan in installments 	Features: <ul style="list-style-type: none"> • Requester asks groups of persons for loan • Sender contributes partial loan as part of a group • Recipient pays back loan in full • Recipient pays back loan in installments

5.0 Top-5 Risks/Opportunities

1. Since the loan is unsecured, hesitation of lenders may occur causing minimal lending to occur over application.
2. User information exists, identity theft may occur, leading to mass leaks in user personal information
3. Payment storing methods exist, thus potential security breaches and malicious attacks may occur, leading to potential transaction fraud and legal issues
4. If a ledger functionality exists, data storage failure may occur, leading to inaccurate amounts owed or borrowed amongst other accounting related issues.
5. If similar apps currently exist, initial competition may occur and is inevitable, leading Ask2Pay to experience issues distinguishing itself from the other apps.

Ask2Pay	Team Number: 5
SE 477 Product Overview-Stakeholders Document	Date: 04/28/2020

6.0 Flexibility Matrix

	Most Flexible	Moderately Flexible	Least Flexible
Time	X		
Resources		X	
Project Objectives			X

7.0 Top-5 Stakeholder Register

Generic stakeholder name:	Bill
Project role:	Ask2Pay User
Top-3 requirements:	<ul style="list-style-type: none"> Request gift to individual Send gift to individual Request loan to individual
Top-3 expectations:	<ul style="list-style-type: none"> I am able to send a gift request with ease I am able to receive money with ease I am able to pay back a loan with ease
Classification:	external; neutral; and medium influence/power/impact/interest

Ask2Pay	Team Number: 5
SE 477 Product Overview-Stakeholders Document	Date: 04/28/2020

Generic stakeholder name:	Elena
Project role:	Ask2Pay Project Manager
Top-3 requirements:	<ul style="list-style-type: none"> • A roadmap should be made containing tasks needed to be done on each sprint • Features not currently assigned to a sprint should be relegated to a backlog until it is determined at which sprint it will be appropriate to work on it • Developer commitment is reported
Top-3 expectations:	<ul style="list-style-type: none"> • Projected release dates are met • Features are complete with each release • Releases do not go over-budget
Classification:	internal; supporter; and high influence/power/impact/interest

Ask2Pay	Team Number: 5
SE 477 Product Overview-Stakeholders Document	Date: 04/28/2020

Generic stakeholder name:	Ben
Project role:	Loan Officer
Top-3 requirements:	<ul style="list-style-type: none"> • Background checks of loan requesters need to be easily and thoroughly accessible • Credit scores, guarantees or collateral loans need to be available based on different conditions of loan requesters • Loan payment transactions need to be secured
Top-3 expectations:	<ul style="list-style-type: none"> • Loan payment application is expected to be easy to use and transacted fast • Artificial intelligence analysis for loan applications screening • Internal ratings to loan requesters
Classification:	internal; supporter; and medium influence/power/impact/interest

Generic stakeholder name:	Jennifer
Project role:	Non-Profit Fundraising Manager
Top-3 requirements:	<ul style="list-style-type: none"> • Utilize Ask2Pay to request donations to organization • Receive donation • Send payment to outside sources as needed
Top-3 expectations:	<ul style="list-style-type: none"> • Able to use app to send donation requests • Receive donation via app • Send payment via app
Classification:	External; Neural; and high interest

Ask2Pay	Team Number: 5
SE 477 Product Overview-Stakeholders Document	Date: 04/28/2020

Generic stakeholder name:	Richard
Project role:	Product Development Supervisor
Top-3 requirements:	<ul style="list-style-type: none"> • Technically feasible • Product marketability • Secure and protects user information
Top-3 expectations:	<ul style="list-style-type: none"> • App functionality designed to perform as expected • High-Usage, large following of product/app • have app hit market in expected time frame set at initial stages of project development
Classification:	[internal; supporter; and high influence/power/impact/interest

Ask2Pay	Team Number: 5
SE 477 Product Overview-Stakeholders Document	Date: 04/28/2020

Appendix: Product Owner Persona

Name:	Allen
Profile:	Allen is in his 40s and has been working in the personal loan industry for nearly 20 years. He currently has his own personal loan institution headquartered in Chicago with many other branches across the country. He received his bachelor's degree in finance and accounting, along with an MBA in entrepreneurship. He is passionate about providing easily accessible loans to people in need. He is also enthusiastic about starting up a new venture, Ask2Pay, to financially assist more people while growing his businesses. However, Allen lacks the necessary technical skills and requires a development team to make his product vision come true.
Why this person was chosen as the product owner for this project:	Allen has more than half of the ownership of the personal loan company, and has a seat on the board of directors. He is familiar with payment systems and loans, and has business relationships with other financial institutions and commercial vendors. He volunteered to be the product owner.
Personality characteristics that impact team efforts:	Allen is smart and hardworking. He enjoys exploring the possibilities of combining finance with technology. He has no reservation voicing his strong opinions on how a payment system should work or how a loan should be collected. He is willing to learn about new areas, but he might not listen to the advice of others due to his stubbornness and strong opinions.
Other characteristics that might influence this person's product decisions:	Allen believes "the more, the merrier." He wants the product to be as inclusive as possible to consolidate all features relating to payment systems and financing loans.