## Vision & Scope Document

Version 1.0

Prepared by BA1 team

Date: 26.11.2019

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### Revision History

|  |  |  |  |
| --- | --- | --- | --- |
| **Name** | **Date** | **Reason for Change** | **Version** |
| BA1 team | 26.11.2019 | Initial Draft | 1.0 |
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### Business requirements

#### Background, Business Opportunity and Customer Needs

A majority of small and medium size businesses that provide services and good in CIS & Ukraine marketplace don’t have sufficient budget to attract new customers as well maintain them using existing aggressive marketing tools. It directly influences their performance and prevents from further growth of the business.

While using traditional marketing tools like booklets, window merchandising and reference it is almost impossible to quickly respond to new digital trends and fast change in needs of the current customer.

To better respond to the evolving market needs and increase brand visibility of our clients we intend to introduce more affordable and effective marketing tool - a mobile application that can attract new customers for the business by sending a push notification containing information about the offer (discount) for the services. It will replace more expensive marketing tools as well as allow to have a more efficient way to spend MWS on building strong brand presence. On the other side - allowing app user (customer) to choose hot offers and find deals easier than internet search and faster based on geo-location he/she currently is.

Our mobile application “Pliushki” will intend to bring the following value: cheaper for business owners, more effective due to geofencing, will lower the cost on marketing tools and more convenient and faster for the app user.

#### Business Goals and Success Criteria

BG -1: Increase profitability of Business clients by lowering the cost of marketing expenses by -15% in the first year after launch.

BG-2: Attract new customers and maintain acceptable retention rate of existing consumers by having app installs growth +5% month over month and active users growth +10% every quarter.

BG-3: Increase Revenue by +25% for the year via recurring subscriptions and stable cash flow coming from the advertisement feature on the app.

SC-1: 80% of Business owners extend their subscription after the first trial.

SC-2: 70% of converted app users redeem offer code/voucher at the business POS within 24 hours.

SC-3: 90% of the app performance as well as user app journey is properly tracked and transferred to the executive reporting via analytics tool.

### Vision of the Solution

#### Vision Statement

**For** Small and Medium business Owners

**Who** specialise in providing range of services

**Our mobile applicatio**n “Pliushki”

**Will ensure** that alleged customers (in dependence of their geo-location) will receive push notifications containing exclusive offers (discounts) for their services (goods) based on interests/topics selected by user (customer) and proximity to the business. Our application will reduce costs on advertisement by -X% on the first year as well as attract new customers, increase revenue and provide brand exposure.

**Unlike existing** mobile solutions our application will provide an opportunity for the business owner to have alternative marketing tool vs “aggressive” advertisement that will help to attract more customers, increase purchase conversation and increase traffic to POS (Point of Sale).

Geo-location based push notification service in our app will bring the following benefits to stakeholders:

* Address the needs of the target audience while simultaneously satisfying the needs of Business owners, including time-saving, money saving, building relationships with your consumer as well as creating brand loyalty and sell-out increase.
* Retain interest of users who installed the app by simplifying the way for them to take an action as well as receiving personalized, useful and relevant information.
* Target only relevant customers who are enabled from the location point of you as well as interested in the offer via geo-tagging functionality.
* PN is relatively affordable solution compared to other existing marketing tools that has much stronger return on investments and customer conversion rate.

#### Major user requirements and project success criteria

The user requirements can be summarized according to business goals as follows:

|  |  |  |
| --- | --- | --- |
| **User Requirements (CUR - customer, BUR - business)** | **Project Success Criteria (PSC)** | **Business Goals (BG)** |
| CUS 01:  Manage Business Profile | 100% of Clients business profiles are maintained in one database | BG - 1  BG - 3 |
| CUS 01\_01: Create new business profile in DB  CUS 01\_02: Update business profile in DB  CUS 01\_03: Delete business profile in DB  CUS 01\_04: Receive email from Business owner with campaigns details  CUS 01\_05: Launch campaigns by filling in name, offer, duration and link to business PDP  CUS 01\_06: Modify campaign details  CUS 01\_07: End campaign  CUS 01\_08: Calculate campaign budget, PNs limit and duration using media plan calculator  CUS 01\_09: Add business content to PDP including, working hours, summary, services, link to the website/social media, campaign details  CUS 01\_10: Post advertisements on the app feed | | |
| CUS 02:  Manage User Profile | 100% of app users are able to access and manage their profiles | BG - 2 |
| CUS 02\_01: Create account via email/phone confirmation  CUS 02\_02: Fill in personal details, including Name, Surname, contact phone number, email  CUS 02\_03: Tick preferences/interests in the business list  CUS 02\_04: Modify user settings, including geo-location finder, PN sound, PN location (banner, lock-screen, PN list etc)  CUS 02\_05: Update user profile details  CUS 02\_06: Access and view user activity history (search, browsing, codes redemption)  CUS 02\_07: Delete account  CUS 02\_08: Redeem vouchers (click/view/copy codes)  CUS 02\_09: Click-through advertisement banner to the next page (PDP, PLP, Deep-link) | | |
| BUS 01:  Manage administration settings: | 100% of main settings are controlled from admin console | BG - 1  BG - 2  BG - 3 |
| BUS 01\_01: Track events in app (user activity)  BUS 01\_02: Monitor performance of the app profile, business profile & server  BUS 01\_03: Troubleshoot acuruing problems and errors  BUS 01\_04: Assign roles for modules users  BUS 01\_05: Schedule system back-up  BUS 01\_06: Respond to Customer complains by providing problem resolutions  BUS 01\_07: Manage main systems settings | | |
| BUS 02:  Create and manage geo-tags | 100% of Clients POSs have geo-tags visible on app user map that are relevant and up to date | BG - 1  BG - 2  BG - 3 |
| BUS 02\_01: Receive tags specification from administrator (distance, coordinates, short message)  BUS 02\_02: Add tags to the location map  BUS 02\_03: Link tags with Business details page  BUS 02\_04: Track current active user location | | |
| BUS 03:  Create and manage Push Notifications | 100% of Clients offers/deals are sent to targeted app users who entered the geo-tags | BG - 1  BG - 2  BG - 3 |
| BUS 03\_01: Manage Notifications API (content, design, style etc.)  BUS 03\_02: Manage Push API (mobile tokens, geo-tags triggering etc) | | |
| BUS 04:  Track app performance KPIs and create management reports in Analytics Toolkit | 100% of defined KPIs are regularly measures and accessible to relevant stakeholders via BI tools as well combined in performance dashboards | BG - 1  BG - 2  BG - 3 |
| BUS 04\_01: Track KPIs dashboard with current systems performance  BUS 04\_02: Export reports  BUS 04\_03: Share reports  BUS 04\_04: Track subscriptions results  BUS 04\_05: Track code redemption | | |

#### Out of Scope

* BI analytics will not be performed by the project team. As a solution third-party providers tools will be used (e.g. Appsflyer, Amplitude, GA).
* No multi language support will be provided. Only 1 default language will be used (Russian).
* The system will not be oriented on international companies.

#### Scope of Initial and Subsequent Releases

|  |  |  |  |
| --- | --- | --- | --- |
| User req. | Release 1 | Release 2 | Release 3 |
| CUS 01 | Implemented |  |  |
| CUS 02 | Implemented |  |  |
| BUS 01 | Implemented |  |  |
| BUS 02 | Started | Implemented |  |
| BUS 03 | Started | Implemented |  |
| BUS 04 |  | Started | Implemented |

#### Operational Criteria

The following operational criteria need to be taken into consideration when designing and developing mobile application:

* Default language of the application and content is Russian
* Mobile application platform should be Android with following release for IOS (timing TBD)
* Application app weight should be within 200 MB including buffer space for future releases
* Business owners should have possibility to define and adjust Geo-tag distance coverage
* Strong security - app users are authenticated and only have access to their profile and services/business offers filtered based on their preferences
* Unique user should receive only 1 time PN with the offer for specific business during geo-tag crossing
* Customer service - app user should receive an answer from Customer support team within 24 hour window

#### Search functionality

App users will have the possibility to filter the content based on interests list as well as search the offers within the search bar on feed page.

#### Report functionality

Ability for project team to produce reports and performance analyses on operational and executive level of detailisation using third-party solutions.

#### Data Export functionality

Ability to export tables from data-base as well as analytics reports for management decision-making or operational performance maintenance work purposes

### Business Context

#### Stakeholders RACI matrix

|  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- |
| **Role/EPIC** | **Application administration** | **Business Profile Management** | **User Profile Management** | **GEO-location set-up** | **PN Management** | **Analytic Toolkit** |
| CUS (Small, Medium Business) | I, C | R | I | A | I | I |
| CUS (App user) | I, C | I | R,C | C | C | I |
| Sponsor | A | I | I | I | I | I,A |
| Project Manager | I | I | I, R | R, I | R, A | R, I |
| Developers | R | R | R | R | R | R |
| UX/UI | R | I | R | R | I | I |
| Operations/QA | R | I | R | R, I | I | R |
| CRM | I | R | I,C | I | I | R,C |
| App administrator | R,C | A,R | A | I | I | R,C |

R - Responsible A - Accountable C - Consulted I - Inform