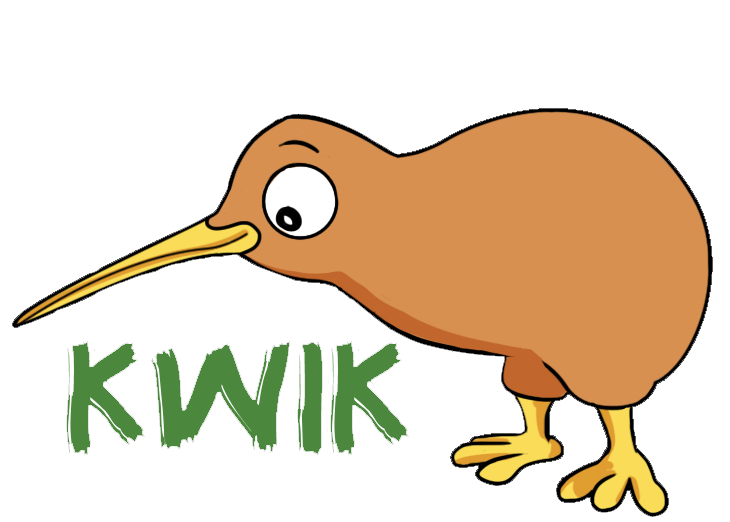
Kwik

Vision 1.0

Version 1.0

**

Revision History

|  |  |  |  |
| --- | --- | --- | --- |
| **Date** | **Version** | **Description** | **Author** |
| <dd/mmm/yy> | <x.x> | <details> | <name> |
|  |  |  |  |
|  |  |  |  |
|  |  |  |  |

Table of Contents

1. Introduction 3

1.1 Purpose 3

1.2 Scope 3

1.3 Definitions, Acronyms, and Abbreviations 3

1.4 References 3

1.5 Overview 3

2. Positioning 3

2.1 Business Opportunity 3

2.2 Problem Statement 3

2.3 Product Position Statement 3

3. Stakeholder and User Descriptions 3

3.1 Market Demographics 3

3.2 Stakeholder Summary 3

3.3 User Summary 3

3.4 User Environment 3

3.5 Stakeholder Profiles 3

3.5.1 <Stakeholder Name> 3

3.6 User Profiles 3

3.6.1 <User Name> 3

3.7 Key Stakeholder or User Needs 3

3.8 Alternatives and Competition 3

3.8.1 <aCompetitor> 3

3.8.2 <anotherCompetitor> 3

4. Product Overview 3

4.1 Product Perspective 3

4.2 Summary of Capabilities 3

4.3 Assumptions and Dependencies 3

4.4 Cost and Pricing 3

4.5 Licensing and Installation 3

5. Product Features 3

5.1 <aFeature> 3

5.2 <anotherFeature> 3

6. Constraints 3

7. Quality Ranges 3

8. Precedence and Priority 3

9. Other Product Requirements 3

9.1 Applicable Standards 3

9.2 System Requirements 3

9.3 Performance Requirements 3

9.4 Environmental Requirements 3

10. Documentation Requirements 3

10.1 User Manual 3

10.2 Online Help 3

10.3 Installation Guides, Configuration, and Read Me File 3

10.4 Labeling and Packaging 3

A Feature Attributes 3

A.1 Status 3

A.2 Benefit 3

A.3 Effort 3

A.4 Risk 3

A.5 Stability 3

A.6 Target Release 3

A.7 Assigned To 3

A.8 Reason 3

Vision

# Introduction

## Purpose

The purpose of the following document is to provide a thorough explanation of our vision for the application “Kwik”.

## Scope

The system will bridge buyers and sellers managing the financial transaction as the middleman. It will

provide detailed specifications of products which are provided by the seller and an opportunity for the two parties to communicate. The system will not manage shipping and handling and it will be derived to the parties for them to arrange.

## Definitions, Acronyms, and Abbreviations

small-to-small: this acronym references a relation between a small business or citizen seller and a non-business/small business client.

## References

## Overview

# Positioning

## Business Opportunity

Kwik intends to build a bridge between small scale buyers and sellers of home owned objects and collectibles. Through research we identified the opportunity to connect third-party sellers with interested buyers facilitating the transaction for all of them. Our focus on small scale buyers will allow us sufficient specialisation to meet the demands of the niche of small-to-small selling.

## Problem Statement

|  |  |
| --- | --- |
| The problem of | *Buying and selling of household items* |
| affects | *Small-scale buyers and sellers* |
| the impact of which is | *Sellers and buyers don't have access to a free and open market in which to negotiate the best prices through transparent competition.* |
| a successful solution would be | *Providing an easy way for sellers to connect with their potential buyers* |

## Product Position Statement

|  |  |
| --- | --- |
| For | *small scale buyers and sellers* |
| Who | *Need to find products they are interested in or advertise their products to individuals or small businesses in a garage sale manner* |
| The Kwik app | *is a marketplace app* |
| That | *Connects buyers to small scale sellers of household items* |
| Unlike | *MercadoLibre* |
| Our product | *Benefits small scale sellers, and provides a more comfortable, homely connection between users.* |

# Stakeholder and User Descriptions

## Market Demographics

Our product is primarily targeted towards middle class people with at least a rudimentary understanding of technology who look to sell household items they no longer use quickly and securely without needing to look for the buyer themselves.

On the other side sellers are composed primarily of middle class people who would like to find good deals for used household products and compare easily between similar alternatives with relatively little effort.

The app targets primarily young adults who will find useful to turn their unused household items into cash ready for spending or to buy relatively cheap used household items which they need.

## Stakeholder Summary

|  |  |
| --- | --- |
| **Name** | **Description** |
| *State*  *QA team*  *The marketing team*  *System Development Team*  *Executive branch* | *Governing authority on countries involved with the business*  *Ensures system functionality and maintenance.*  *Places and promotes the product in the market as well as researches current market trends and possible market opportunities for the business.*  *Expands the products capacities responding to demands by the marketing team*  *Governing authority of the project in charge of making decitions.* |

## User Summary

|  |  |  |  |
| --- | --- | --- | --- |
| **Name** | **Description** | **Responsibilities** | **Stakeholder** |
| *Buyer*  *Seller* | *The user is encouraged to buy and uses our plataform to find his interested items*  *The user is encouraged to sell and uses our plataform to advertise his items* | *-Fills in financial and personal details*  *-Selects items he is interested on buying*  *-Fills in financial and personal details.*  *-Uploads sellable items.* | *buys the product providing the commission money and reviews the buyer for other buyers to reference.*  *Provide the products description in order for it to be sold.* |

## User Environment

The user is involved in a one to one transaction, thus the number of people involved in a transaction is constant. The products are available on the page for a maximum duration of one month. After the period has expired the seller must reupload the product to the system.

The transactions have a duration of three days in which the products are put on reserve and the buyer and seller must arrange the rest of the transaction. If the transaction is unsuccessful the product is unreserved and is back on sale.

The User environment encompasses a web page in which users will be able to buy and sell their product with the aforementioned time restrictions.

## Stakeholder Profiles

### Marketing Team

|  |  |
| --- | --- |
| **Representative** | *CMO* |
| **Description** | *a member of the company in charge of expanding the company's market share and improving its positioning.* |
| **Type** | *a qualified marketing professional with advanced technological expertise* |
| **Responsibilities** | *in charge of expanding the company's market and improving its positioning.* |
| **Success Criteria** | *The stakeholder succeeds by improving product placement and expanding the market share* |
| **Involvement** |  |
| **Deliverables** | *Information about the current state of the product and the vision of the product must be assessed along with the system designers in order to provide cohesion.* |
| **Comments / Issues** |  |

### QA Team

|  |  |
| --- | --- |
| **Representative** | *Head of QA* |
| **Description** | *a member of the company in charge of ensuring system stability and performance* |
| **Type** | *a qualified QA professional with advanced technological expertise* |
| **Responsibilities** | *in charge of assuring quality of the product* |
| **Success Criteria** | *When the quality tests indicate sufficient quality and ease of use for the user* |
| **Involvement** | *The team will be in charge of fixing bugs and maintaining the system as well as reporting quarterly to the board with proper information.* |
| **Deliverables** | *The QA team receives the target demographics of the product by the marketing team* |
| **Comments / Issues** |  |

### System Development Team

|  |  |
| --- | --- |
| **Representative** | *Head of systems development* |
| **Description** | *member of the company who is in charge of development* |
| **Type** | *a qualified professional with advanced technological expertise* |
| **Responsibilities** | *in charge of expanding the system's capabilities* |
| **Success Criteria** | *When the quality tests indicate sufficient quality and ease of use for the user* |
| **Involvement** | *The systems development team will be in charge of developing new features for the product.* |
| **Deliverables** | *The team will receive reports from the CEO on the development requirements.* |
| **Comments / Issues** |  |

### Executive Branch

|  |  |
| --- | --- |
| **Representative** | *CEO* |
| **Description** | *member of the business with business capabilities.* |
| **Type** | *a qualified professional with advanced technological expertise* |
| **Responsibilities** | *in charge of making the decisions for the company* |
| **Success Criteria** | *When the overall business’s departments are running according to the boards specifications.* |
| **Involvement** | *The executive branch will be in charge of making the large scale and interdepartamental decisions of the company.* |
| **Deliverables** | *All the business departments will submit quarterly reports to the executive branch.* |
| **Comments / Issues** |  |

## User Profiles

### Buyer

|  |  |
| --- | --- |
| **Representative** | *any buyer* |
| **Description** | *defined in demographic section* |
| **Type** | *defined in demographic section* |
| **Responsibilities** | *[List the user’s key responsibilities with regard to the system being developed— that is, captures details, produces reports, coordinates work, and so forth.]* |
| **Success Criteria** | *The buyer is successful when he completes a transaction, the degree of success however is measured by the rating he can give to the transaction after it has been concluded* |
| **Involvement** | *The buyer will buy the seller's product paying the system's fee which is included in the price.* |
| **Deliverables** | *At the end of the transaction the user will provide a rating for the transaction* |
| **Comments / Issues** |  |

### Seller

|  |  |
| --- | --- |
| **Representative** |  |
| **Description** | *defined in demographic section* |
| **Type** | *defined in demographic section* |
| **Responsibilities** | *[List the user’s key responsibilities with regard to the system being developed— that is, captures details, produces reports, coordinates work, and so forth.]* |
| **Success Criteria** | *The buyer is successful when he completes a transaction, the degree of success however is measured by the rating he can give to the transaction after it has been concluded* |
| **Involvement** | *The buyer will buy the seller's product paying the system's fee which is included in the price.* |
| **Deliverables** | *At the end of the transaction the user will provide a rating for the transaction* |
| **Comments / Issues** |  |

## Key Stakeholder or User Needs

Currently users have a wide variety of selling sites such as mercadolibre in which they can sell their items. Mercadolibre like pages cover all kinds of products and allow all types of business to advertise and sell on their platform. The catalog they present is often large and difficult to navigate due to the wide array of products offered under a single search, from brand new to severely used and in all price ranges. Users currently deal with this problem by either sifting through pages and pages of items hoping to find what they need or just resorting to selling their items to people they know or by word of mouth.

If the user is offered a platform specifically catered to used household items then the user is able to find what he seeks much quicker.

*[List the key problems with existing solutions as perceived by the stakeholder or user. Clarify the following issues for each problem:*

*• What are the reasons for this problem?*

*• How is it solved now?*

*• What solutions does the stakeholder or user want?]*

*[It is important to understand the* ***relative*** *importance the stakeholder or user places on solving each problem. Ranking and cumulative voting techniques indicate problems that* ***must*** *be solved versus issues they would like addressed.*

*Fill in the following table—if using Rational RequisitePro to capture the Needs, this could be an extract or report from that tool.]*

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
| **Need** | **Priority** | **Concerns** | **Current Solution** | **Proposed Solutions** | |
| Broadcast messages |  |  |  | |  |

## Alternatives and Competition

*[Identify alternatives the stakeholder perceives as available. These can include buying a competitor’s product, building a homegrown solution or simply maintaining the status quo. List any known competitive choices that exist or may become available. Include the major strengths and weaknesses of each competitor as perceived by the stakeholder or end user.]*

### MercadoLibre

as described before the user might opt for mercadolibre as an alternative. It is important to note that mercadolibre’s customer base is much larger than what our product’s will be at launch, so that is a major competitive advantage which mercadolibre will have. However our specialised solution will present all the benefits of specialisation such as a more attentive catering to the needs of a smaller demographic.

### Word of mouth

Users might also opt for selling to their social network. This option will provide them with potentially better deals due to the cutting of the middleman although not always due to the restricted market they will operate in. The restriction on the market of word of mouth will be the main advantage in the eyes of the users on why should they utilise our software.

# Product Overview

*[This section provides a high level view of the product capabilities, interfaces to other applications, and system configurations. This section usually consists of three subsections, as follows:*

*• Product perspective*

*• Product functions*

*• Assumptions and dependencies]*

## Product Perspective

*[This subsection of the* ***Vision*** *document puts the product in perspective to other related products and the user’s environment. If the product is independent and totally self-contained, state it here. If the product is a component of a larger system, then this subsection needs to relate how these systems interact and needs to identify the relevant interfaces between the systems. One easy way to display the major components of the larger system, interconnections, and external interfaces is with a block diagram.]*

## Summary of Capabilities

*[Summarize the major benefits and features the product will provide. For example, a* ***Vision*** *document for a customer support system may use this part to address problem documentation, routing, and status reporting without mentioning the amount of detail each of these functions requires.*

*Organize the functions so the list is understandable to the customer or to anyone else reading the document for the first time. A simple table listing the key benefits and their supporting features might suffice. For example:]*

**Table 4-1 Customer Support System**

|  |  |
| --- | --- |
| **Customer Benefit** | **Supporting Features** |
| New support staff can quickly get up to speed. | Knowledge base assists support personnel in quickly identifying known fixes and workarounds. |
| Customer satisfaction is improved because nothing falls through the cracks. | Problems are uniquely itemized, classified and tracked throughout the resolution process. Automatic notification occurs for any aging issues. |
| Management can identify problem areas and gauge staff workload. | Trend and distribution reports allow high level review of problem status. |
| Distributed support teams can work together to solve problems. | Replication server allows current database information to be shared across the enterprise. |
| Customers can help themselves, lowering support costs and improving response time. | Knowledge base can be made available over the Internet. Includes hypertext search capabilities and graphical query engine. |

## Assumptions and Dependencies

*The product will assume that the user has a computer with access to the internet and sufficient technological proficiency as to navigate web pages with relative ease*

## Cost and Pricing

*According to early estimations the total cost of the project will be 240000 $ARS*

## Licensing and Installation

*The product requires no installation and can be readily accessed by any standard web browser.*

# Product Features

*The application is user-friendly and simplistic in its interface with all the key features visible and easy to interact with. It prioritizes accessibility as its main focus so that small business owners regardless of their technological skill are able to use the application.* Accessibility

## Simplicity

# Constraints

the application must be as simple to use as possible whilst providing all the information necessary in order to keep the required technical knowledge to a minimum. The application will be nested in a web page so all the constraints of web design will apply such as the dependency on browsers and the internet.

# Quality Ranges

*[Define the quality ranges for performance, robustness, fault tolerance, usability, and similar characteristics that are not captured in the Feature Set.]*

# Precedence and Priority

*The simplicity and accessibility are the main features and therefore have the highest priority followed by the design which must be aesthetically appealing.*

# Other Product Requirements

*The product should be able to run in all the top providers, namely Chrome, Firefox and Edge as well as being able to run on a smartphone’s internet web page without losing the web page’s design.*

## Applicable Standards

*It must comply with the platform compliance standards in Windows, UNIX and Apple as well as with the Data Protection Act, Electronic Commerce regulations,Payment Card Industry Data Security Standard (PCI DSS), Consumer Contracts Regulation and the Disability Discrimination Act.*

## System Requirements

*The computer it must have either Chrome, Firefox or Edge installed. On both platforms an internet connection is required..*

## Performance Requirements

*The application must be able to have reasonable response times.*

## Environmental Requirements

# Documentation Requirements

*[This section describes the documentation that must be developed to support successful application deployment.]*

## User Manual

*[Describe the purpose and contents of the User Manual. Discuss desired length, level of detail, need for index, glossary of terms, tutorial versus reference manual strategy, and so on. Formatting and printing constraints must also be identified.]*

## Online Help

*[Many applications provide an online help system to assist the user. The nature of these systems is unique to application development as they combine aspects of programming (hyperlinks, and so forth) with aspects of technical writing, such as organization and presentation. Many have found the development of an online help system is a project within a project that benefits from up-front scope management and planning activity.]*

## Installation Guides, Configuration, and Read Me File

*[A document that includes installation instructions and configuration guidelines is important to a full solution offering. Also, a Read Me file is typically included as a standard component. The Read Me file can include a "What's New With This Release” section, and a discussion of compatibility issues with earlier releases. Most users also appreciate documentation defining any known bugs and workarounds in the Read Me file.]*

## Labeling and Packaging

*[Today's state-of-the-art applications provide a consistent look and feel that begins with product packaging and manifests through installation menus, splash screens, help systems, GUI dialogs, and so on. This section defines the needs and types of labeling to be incorporated into the code. Examples include copyright and patent notices, corporate logos, standardized icons and other graphic elements, and so forth.]*

# A Feature Attributes

*[Features are given attributes that can be used to evaluate, track, prioritize, and manage the product items proposed for implementation. All requirement types and attributes need to be outlined in the Requirements Management Plan, however, you may wish to list and briefly describe the attributes for features that have been chosen. The following subsections represent a set of suggested feature attributes.]*

## A.1 Status

*[Set after negotiation and review by the project management team. Tracks progress during definition of the project baseline.]*

|  |  |
| --- | --- |
| Proposed | *[Used to describe features that are under discussion but have not yet been reviewed and accepted by the "official channel," such as a working group consisting of representatives from the project team, product management, and user or customer community.]* |
| Approved | *[Capabilities that are deemed useful and feasible, and have been approved for implementation by the official channel.]* |
| Incorporated | *[Features incorporated into the product baseline at a specific point in time.]* |

## A.2 Benefit

*[Set by Marketing, the product manager or the business analyst. All requirements are not created equal. Ranking requirements by their relative benefit to the end user opens a dialog with customers, analysts, and members of the development team. Used in managing scope and determining development priority.]*

|  |  |
| --- | --- |
| Critical | *[Essential features. Failure to implement means the system will not meet customer needs. All critical features must be implemented in the release or the schedule will slip.]* |
| Important | *[Features important to the effectiveness and efficiency of the system for most applications. The functionality cannot be easily provided in some other way. Lack of inclusion of an important feature may affect customer or user satisfaction, or even revenue, but release will not be delayed due to lack of any important feature.]* |
| Useful | *[Features that are useful in less typical applications will be used less frequently or for which reasonably efficient workarounds can be achieved. No significant revenue or customer satisfaction impact can be expected if such an item is not included in a release.]* |

## A.3 Effort

*[Set by the development team. Because some features require more time and resources than others, estimating the number of team or person-weeks, lines of code required or function points, for example, is the best way to gauge complexity and set expectations of what can and cannot be accomplished in a given time frame. Used in managing scope and determining development priority.]*

## A.4 Risk

*[Set by development team based on the probability the project will experience undesirable events, such as cost overruns, schedule delays or even cancellation. Most project managers find categorizing risks, as high, medium, and low, is sufficient, although finer gradations are possible. Risk can often be indirectly assessed by measuring the uncertainty (range) of the projects team’s schedule estimate.]*

## A.5 Stability

*[Set by the analyst and development team, this is based on the probability that features will change or the team’s understanding of the feature will change. Used to help establish development priorities and determine those items for which additional elicitation is the appropriate next action.]*

## A.6 Target Release

*[Records the intended product version in which the feature will first appear. This field can be used to allocate features from a* ***Vision*** *document into a particular baseline release. When combined with the status field, your team can propose, record, and discuss various features of the release without committing them to development. Only features whose Status is set to Incorporated and whose Target Release is defined will be implemented. When scope management occurs, the Target Release Version Number can be increased so the item will remain in the* ***Vision*** *document but will be scheduled for a later release.]*

## A.7 Assigned To

*[In many projects, features will be assigned to "feature teams" responsible for further elicitation, writing the software requirements, and implementation. This simple pull-down list will help everyone on the project team to understand responsibilities better.]*

## A.8 Reason

*[This text field is used to track the source of the requested feature. Requirements exist for specific reasons. This field records an explanation or a reference to an explanation. For example, the reference might be to a page and line number of a product requirement specification or to a minute marker on a video of an important customer review.]*