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|  | Storm Chaser App |
| Project Vision Document | |
| **Version 1.0** | |
| September 30, 2020 | |

**Revision History**

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| 1.0 | 09/30/2020 | Nick Chinsen |  | Starting Project Vision Document |
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**Document Approval List**

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# Introduction

## Purpose

The purpose of this document is to introduce the application: ***Storm Chaser,*** which will track storms within Ontario and retrieve residential & contact information on homes affected by different storms in the area. This document will collect, and define the high-level needs and features of the Storm Chase System. The focus will be on the capabilities of the system based on requirements from stakeholders, and target user base, and accurately detailing those needs. How the Storm Chaser Application will fulfil the requirements of the stakeholders and users are detailed in this Project Vision Document.

## Scope

Our application will correlate information on storms and natural disasters to produce actionable results for business generating leads

### In Scope

* Track weather anomalies storing geolocation data in our own database
* Create a radius of areas based on those weather anomalies
* Generate contact information for houses and businesses in the area that were affected
* Create a contact list filled with all information gathered from the program

### Out of Scope

< Define the processes and system are not affected or influenced by this document >

## Definitions, Acronyms, and Abbreviations

*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 |
| QA | Quality Assurance - attempts to find bugs/errors and fix them ensuring a finished project that is polished and complete |
|  |  |
|  |  |
|  |  |
|  |  |
|  |  |
|  |  |
|  |  |

## References

|  |  |  |
| --- | --- | --- |
| Reference File Name | Version | Description |
| TBD | TBD | TBD |
|  |  |  |

*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 |
|  |  |
|  |  |
|  |  |
|  |  |
|  |  |

# Positioning

## Business Opportunity

Attracting new clients and sales is an important aspect of every construction business. Our project looks to help generate warm actionable leads for construction businesses through our innovative system. The system will analyze weather data looking for anomalies and storms, and then creating a list of leads that may have been affected. This will improve the existing cold-calling process by ensuring that the leads called will have a higher probability of needing the service.

## Problem Statement

|  |  |
| --- | --- |
| The Problem of | Finding clients that need roofing/construction services |
| affects | Construction companies that need to generate more leads/jobs |
| the impact of which is | Difficulty in finding clients that need their services |
| a successful solution would be | * Creating new warm leads that are more susceptible to needing construction services * Increase business/clients for company * Accurately generate affected areas in a radius based on weather anomalies * Create list of contacts of people within affected radius |

**Table 1 Problem Statement**

## Product Position Statement

|  |  |
| --- | --- |
| For | Construction/roofing companies |
| Who | Fulfills the need to generate new business opportunities for the company |
| The Storm Chaser System | is a lead generation system |
| That | Leverages weather patterns and anomalies to create leads for our niche market |
| Unlike | Current lead generation software which does not look at the factors that our system will take into account |
| Our product | Monitors local weather patterns and looks for severe anomalies and storms that would have a severe effect on the area. The system then uses the weather data to produce a list of homeowners and businesses in the area, generating a contact list which can then be provided to construction companies giving them a competitive edge on finding convertible leads. |

**Table 2 Product Position Statement**

## SWOT Analysis

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

|  |  |
| --- | --- |
| Strengths | Weaknesses |
|  |  |
|  |  |
|  |  |
| **Opportunities** | **Threats** |
|  |  |
|  |  |
|  |  |

# Stakeholder and User Descriptions

## Stakeholder Summary

|  |  |  |
| --- | --- | --- |
| Stakeholder Name | Represents | Role |
| Storm Chaser Board (Owner) | This stakeholder represents the board of directors at Storm Chaser | The Board keeps track of the work being done on the project. They keep track of the spending of the project, and timely completion of project phases. Also makes sure that there are no issues during the various phases and solving any that may arise. |
| Project Manager | This stakeholder will primarily lead the development of project systems. | Responsible for planning, management and allocation of team resources, coordinating communication between clients and users, also ensuring that the team stays on track throughout the project. Also develops the quality standards that our project will abide by ensuring project quality. |
| Business Requirements Analyst | This stakeholder works with the Analysts to ensure that the requirements in the product design accurately match the needs & requests of the users. | Responsible for determining the business needs for the project. Assists in translating product vision into a plan which can be implemented by software developers. |
| System Analyst | This stakeholder works with the other stakeholders to understand the needs for the system. | Analyzes the needs of stakeholders and users, assessing the optimal IT systems to meet the requirements of the users and achieve a successful project. |
| QA Technician | This stakeholder will work with the other stakeholders to ensure that certain quality guidelines are met and followed. | Responsible for designing quality standards for the project, creating a list of success criteria and procedures to follow that will allow for the project's quality to be measured. |
| Requirements Analyst | This stakeholder works with the other analysts to create accurate specifications of each component of the project. | Analyzes the details of each part of the system, and creates a specification of the details and functionality of that system component. Includes functional and non-functional |
| Software Development Lead | This stakeholder leads the development of the system | The lead is responsible for the software design of the entire project, choosing software, technical constraints, and overlooks the implementation and design for the project ensuring that they meet the requirements provided. Also makes sure that the solution being created supports all the functional and non-functional requirements of the project. |
| Market Researcher | This stakeholder looks at the overall market and helps us fill a specific niche. | Responsible for researching market trends and the potential demand for our product. Analyzes competition and similar products in our locale. |

**Table 3 Stakeholder Summary**

## User Summary

|  |  |  |  |
| --- | --- | --- | --- |
| User Name | Description | Responsibilities | Stakeholder |
| Business Owners | End user of system | Acquire new business through warm leads | Self |
| Business Development Representatives | User of system | Action leads and convert them into sales | Self |

**Table 4 User Summary**

# Stakeholder Requirements

< Categorize and list the requirements from the perspective of the business stakeholder and potential system users >

|  |  |  |
| --- | --- | --- |
| ID | Requirement | Stakeholder |
|  |  |  |
|  |  |  |
|  |  |  |

**Table 5 Stakeholder Requirements**

# 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 |
| Acquire Geo-Location Data | Get Geo-Location data based on weather anomalies |  |
| Find area affected | Create radius of areas affected |  |
| Generate list of contact information | Generate contact information of houses in the affected radius |  |
| Display contact list | Create a contact list from information gathered |  |
|  | Display that information in a user-friendly list for companies to access |  |

**Table 6 System Features**

# Assumptions

*<List all assumptions made about any of the content provided in this document. Assumptions should be applicable to the scope, desired solution, requirements, business process, and stakeholders >*

# Constraints

*<List any process constraints, external constraints or other dependencies >*