

# **Business Requirement Document**

In the Business Requirement Document (BRD) of Vind aka Vela application, we will compile all of the business requirements to help all the teams involved in the project to stay on the same time throughout the course of the project.

This document primarily focuses on the following questions

- 1) What does this application do?
- 2) Who is the target audience?
- 3) What are steps involved in bringing this product out for the target audience?

## **Executive Summary**

### **Mission Statement**

The objective of Vind aka Vela is to create a mobile application that offers the users to customize the weather dashboard using weather data, interested water sport, and the location. The dashboard will be easily accessible, and self-explanatory through charts, graphs, and precise weather information

### **Target Audience**

The target audience for the Vind aka Vela application is the water sports aficionados with basic knowledge on the weather forecasting factors such as the speed of the wind, direction of the wind, highs, and lows of the tide, visibility, and the sunlight.

The Vind aka Vela application is for the water sports aficionados who feel the present weather forecasting applications are not meeting their need to have customized dashboard based on their choice of water sport to plan their sports trip and access the weather information with ease and self-explanatory charts and graphs.

### **Competition**

The main competitors are Seabreeze and My Tide Times. Both the applications specialize in presenting the wind, wave, weather stations, forecast information for surfers, sailors, boating, stand up paddle, etc.

### **Risk/Opportunity**

The risk factor could be there are a lot of well-established weather forecast applications in the market which is small considering the number of water sports aficionados that use weather forecast applications to plan their water sports trip.

The opportunity factor is the present weather applications in the market lack customized weather dashboard using weather information for the users based on their choice of water sport in an easily accessible and intuitive manner.

## **S.M.A.R.T Business Objectives**

Create a mobile application that allows the users to customize the weather dashboard with weather data based on the water sport and the location they like to participate.

- Measured by user research to understand the user needs and user testing to test interactive prototype and deliver artifacts by 14 weeks from start date

The app will provide suggestions to the users based on the customized dashboard and allow users to track their water sports plans using history option.

- Measured by user testing using interactive prototype and deliver artifacts by 20 weeks from start date

Present the weather data in an intuitive manner. This section includes accurate weather data which is crucial to make decisions by the users

- Measured by usability testing various features of the application and deliver artifacts 25 weeks from start date

## **Scope**

The scope of the project "Vind aka Vela" can be broadly classified as

- Narrow down the dashboard customization options for the users
- Collect the list of water sports and shortlist the water sports that water sports aficionados play and determine the weather factors based on the sports
- Decide on the visual theme and data representation for the application because one of the primary objectives of the application is to present weather data in an intuitive manner
- Figure out the accurate and reliable weather data based on the water sports shortlisted and work on the building API (between data and the application UI)
- This project is currently focused on mobile presence and work on designing responsive mobile application
- Create a comprehensive marketing strategy to promote the product to attract water sports aficionados

## **Functional Requirements**

The high-level requirements of Vind aka Vela application is

- Self-explanatory weather, the wind, wave, and forecast information
- A user menu to navigate the application with ease and maintain user account
- Ability to customize the dashboard with weather, wind, and wave factors based on the location and water sport
- Walkthrough/ Tutorial option in the user menu for the user to go through at any point during the application usage
- Ability to view the history of water sports trips and group the favorite trips
- Ability to purchase additional features to receive detailed weather, the wind, wave, and forecast information with suggestions based on the sports selection and location

## **Delivery Schedule**

Week 1 – 3

- User Survey
- User Interviews
- User Stories
- Personas

Week 4 – 5

- Low-fidelity prototypes
- User testing (Low-Fi prototype)
- Iterate – Low-Fi wireframes with user feedback

Week 6- 8

- Narrow down the water sports selections and the weather, wind, wave, and forecast factors based on the sports
- Investigate on the accurate and reliable data, and the discuss on building API with the developers' team

Week 9 – 10

- Research and finalize the visual theme, application logo, and pictures, etc.
- Investigate on the intuitive and interactive data representation such as graphs, pie charts, etc.

Week 11 – 14

- High-fidelity/Interactive prototypes
- User Testing

- Incorporate necessary feedback in the prototype

Week 15 – 16

- A/B Testing
- Work on marketing strategy to promote the product – Work with relevant experts

Week 17 – 18

- Peer review the final prototype
- Handover the final prototype to the developers' team to build the responsive mobile application and clarify if the team has any questions

Week 19 – 20

- Dev team will work on the app development
- Test the final application with peers (UX designers, mentors, managers) and incorporate necessary feedback in the product, and make the final product available to download in the app store and play store

Week 21 – 22

- Additional time to the project, if one of the design processes takes a little longer to finish and deliver the artifacts