
<Company Name>

KHBPA IT Project

**Serious Business
Vision (Small Project)**

Version <1.0>

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Revision History

Date	Version	Description	Author
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1. Introduction

The purpose of this document is to collect, analyze, and define high-level needs and features of the KHBPA website. It focuses on the capabilities needed by the stakeholders and the target users, and why these needs exist. The details of how the website fulfills these needs are detailed in the use-case and supplementary specifications.

2. Positioning

2.1 Problem Statement

The problem of having an ineffective website affects the KHBPA and all of its users, the impact of which is a lacking ability to collect donations, sign up new members, and properly service their current members which is all done by staff. A successful solution would be a responsive website which allows the user to interact with the KHBPA primarily through the website, such as online donations, member sign up, and form downloads.

2.2 Product Position Statement

For KHBPA who needs to build online presence and have a website which allows them to divert work hours to other things, such as planning events. The KHBPA IT Project is a website that allows users to quickly request reports, download forms and documents, and uses webforms to both sign members up and submit paperwork to the KHBPA. This allows employee attention to be used in more constructive ways to the organization.

3. Stakeholder and User Descriptions

3.1 Stakeholder Summary

Name	Description	Responsibilities
KHBPA	The organization for which the website is being developed.	This stakeholder ensures that relevant events are kept on the front page, that all relevant forms and documentation are kept up to date, and respond to report requests.

3.2 User Summary

Name	Description	Responsibilities	Stakeholder
KHBPA Members	The KHBPA Members represent the primary userbase for the KHBPA website.	This user type requests reports and giving feedback via the contact us page.	KHBPA

3.3 User Environment

The current working environment of most KHBPA Members are generally on a mobile platform, however the website is currently not mobile responsive. The current KHBPA website is not integrated into their business processes at all, which leads to the need for KHBPA Members to either request forms via email, phone call, or most commonly through an in office visit. We plan to address these issues by creating webforms and documents which mobile users can download and print. Mobile responsiveness is also a priority in our solution. Currently, there is a single excel spreadsheet which can loosely be referred to as a database, we plan on creating a

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specialized database to be integrated in our website to keep track of users and their corresponding paperwork if filed through the KHBPA website, providing an incentive to users to return to the KHBPA website as much as possible.

3.4 Summary of Key Stakeholder or User Needs

The KHBPA currently has the problem of not having an ability to collect donations online, which results in lower cash flow. Currently, the problem is not being addressed in any way on their website. Our solution aims to solve this by having an integrated donate button with which visitors can donate directly to the organization.

The KHBPA has a problem pushing news, both on their own website and onto social media. The cause of this is in the sitemap design and reliance on the National HBPA calendar. Currently, news is placed in their news tab, which is clunky, or it is pushed in their newsletter. The newsletter is printed in house and shipped out to all members which is cost inducing. Any time they want to push news to social media, there is no way to view social media posts on the KHBPA website. We address all of this with a news feed and social media integration on the home page and an e-newsletter. This places the news where members can easily keep up to date at a glance. The e-newsletter is there to cut costs drastically.

The KHBPA has the problem of not being able to register members online. The reasons for this is that there is no formal database to keep track of registered members. The current solution is to request the user to print, sign, and fax a membership card on their website. This will be formally addressed with the implementation of a proper database to keep track of current members on the back end.

A KHBPA Member has the problem of being unable to quickly access documentation relevant to their immediate needs. The reasons for this problem is that the KHBPA does not have the ability to directly update their website, this is done by a third-party who receives infrequent contact. This will be addressed in our design by training the staff in WordPress and enable them to make updates to their own website.

A KHBPA Member currently cannot intuitively navigate the current KHBPA website on a mobile platform. The reason for this is the KHBPA was not initially aware of how much of their member base was solely using mobile devices to access their website. There is currently no way this is being addressed. Our system will use responsive design so that only one website has to be built for both mobile access and desktop browser access.

3.5 Alternatives and Competition

The only current alternative to this project is to either maintain their current website or to build one themselves, both of which come with major drawbacks.

Maintaining their current system comes with the drawback of lack of functionality such as a donate button and online member sign-up among other things. In the foreseeable future, there are no advantages to keeping their current website.

The other alternative, building one themselves, comes with its own major drawbacks. These drawbacks include the immense cost of hiring a web developer, and potentially difficult upkeep if they decide to leave. However, there are advantages to this solution; some examples include having a website and system with absolutely no decision compromises and ease of updating while the web developer remains with KHBPA.

4. Product Overview

4.1 Product Perspective

The product perspective is mostly self-reliant. However, there will be some integration which will need to be done. A back end database which should be able to be accessed locally will need to be created.

4.2 Assumptions and Dependencies

There are currently no assumptions or dependencies in this system.

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5. Product Features

Features are listed in order of importance.

Online donation button.

Electronic newsletter.

Mobile friendly design.

Online member sign up.

Online report request.

Online document downloads.

Live news feed on home page.

Social media integration on home page.

Online electronic forms.

Member database.

6. Other Product Requirements

KHBPA needs to have an internet connection to be able to update the website as needed.