**\<Company Name\>**
**\<Company Name\>**

**\<Project Name\>**
**Vision**

**Version 1.0**

# Revision History

| Date | Version | Description | Author |
|---|---|---|---|
| 3.22.2023 | 1.0 | | Neagoi Mihai |
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# Table of Contents

# Vision

## 1. Introduction

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

### 1.1 Purpose

The purpose of a vision document is to clearly define the objectives and scope of the project. It will serve as a reference point for the project and as a roadmap that sets the goals clearly.

### 1.2 Scope

This document will provide a basis for the business mode, decision-making and designing the application.

### 1.3 Definitions, Acronyms, and Abbreviations

Advertiser - user/company looking to promote a product or service.
Influencer – user with a large following on social media

### 1.4 References

The documents which will be referenced in this document are: Usecase Model, Supplementary Specification, Project Glossary.

### 1.5 Overview

*The document will be organized in 4 sections.*

## 2. Positioning

### 2.1 Problem Statement

| The problem of | *Information overload and internet censorship and a need to advertise products* |
|---|---|
| affects | *Every internet user* |
| the impact of which is | *To promote brand and reduce censorship* |
| a successful solution would be | *Design and implement an application which endorses conversation and engagement* |

### 2.2 Product Position Statement

| For | *Regular people and influencers* |
|---|---|
| Who | *Who want to engage and connect with people across the world* |
| The (product name) | *is a social media application* |
| That | *Facilitates and promotes interaction between its users and between brands and users* |
| Unlike | *Other social media platforms* |
| Our product | promotes free speech without fear of censorship |

## 3.    Stakeholder and User Descriptions

*The stakeholders are the users that will be using the application and the advertisers. The influencers will have the option of promoting advertisers through posts and regular users will be able to share their thoughts on various aspects.*

### 3.1    Stakeholder Summary

| Name | Description | Responsibilities |
|---|---|---|
| *User* | *Users which will use the application by sharing and following other people.* | *Ensures that people engage in the platform.* |
| *Advertiser* | *Companies that will use the platform to advertise* | *Identify and recruit influencers / people of interest according to their business area.* |

### 3.2    User Summary

| Name | Description | Responsibilities | Stakeholder |
|---|---|---|---|
| *Influencers* | *Users who have built a large following by sharing content to a specific area of interest* | *Make posts to their area of interest. Build a larger following. Promote varoius products or services.* | Advertisers |
| *Administrator* | *Users who are responsible for moderating and managing users and users' post* | *Responsible for managing users and users post.* | *Users and advertisers* |

### 3.3    User Environment

Every task and workload will be split evenly in weeks such that every task will take one week.

## 4.    Product Requirements

The web application should be accessible from every platform.
Should be responsive.
Should be intuitive.
Should promote user engagement and advertising.