FANAS

Vision

Version 1.1

Revision History

| **Date** | **Version** | **Description** | **Author** |
| --- | --- | --- | --- |
| 24/05/2024 | 1.0 | Vision and Scope Document | Phan Lâm Anh |
| 04/06/2024 | 1.1 | Editing Document | Phan Lâm Anh |

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Vision

# Introduction

In recent years, the digital transformation of media consumption has led to a significant increase in the popularity of audiobooks. As the demand for convenient, on-the-go access to literary content grows, the development of a robust and user-friendly audio book application has become imperative. This project aims to capitalize on this trend by delivering a state-of-the-art audio book application that provides users with an extensive library of high-quality audio books, accessible anytime and anywhere.

The purpose of this document is to clearly articulate the vision and scope of the Audio Book Application Development project. It outlines the project's objectives, success criteria, strategic alignment, and detailed scope, including in-scope and out-of-scope items, assumptions, and constraints. By defining these key elements, this document ensures that all stakeholders have a shared understanding of the project's goals, deliverables, and boundaries, facilitating effective planning, execution, and evaluation.

With a budget of 60 million VND and a target completion timeline of six months, this project seeks to not only meet but exceed user expectations by offering a seamless and engaging audiobooks experience. The application will be developed for both iOS and Android platforms, featuring an intuitive interface, robust content management system integration, and a carefully curated library of audio books.

This document serves as a foundational guide for the project team, stakeholders, and management, providing a clear roadmap for the successful development and launch of the Audio Book Application. Through meticulous planning and execution, we aim to establish a leading presence in the digital audiobook market, delivering exceptional value to our users and aligning with our broader organizational goals of innovation and growth in digital media.

## Purpose

* Collect, analyze, and define the high-level needs and features of Audio Book.
* Pay attention to the fundamental skills that stakeholders and intended users require, and explain why these are needed.
* Give a summary of the ways in which Audio Book satisfies these requirements; the use-case and further specifications provide information on the specific implementation.

## Scope

* The main focus of this Vision document will be to list and explain Audio Book’s essential specifications and features.
* It will describe what the system will perform and why it is necessary, without going into particulars about how it will be implemented.

## Definitions, Acronyms, and Abbreviations

None

## References

None

## Overview

The rest of this vision document contain

s a brief description of this product such as its positioning, stakeholders, features, constraints and its requirements.Positioning

## Business Opportunity

The global audiobooks market has been experiencing exponential growth, driven by the increasing popularity of digital media and the growing demand for convenient, on-the-go content consumption. This trend presents a significant business opportunity to develop and launch a cutting-edge audio book application tailored to meet the evolving needs of modern consumers.

## Problem Statement

| The problem of | limited access to high-quality, convenient audiobook platforms |
| --- | --- |
| affects | avid readers, busy professionals, and individuals who prefer audio content over traditional listening |
| the impact of which is | difficulty in accessing a diverse range of audiobooks easily, leading to decreased engagement with literary content and missed opportunities for publishers and authors to reach their audience |
| a successful solution would be | the development of a state-of-the-art audio book application that provides an extensive library of audiobooks, accessible anytime and anywhere, with features like personalized recommendations, offline access, and an intuitive user interface, thereby enhancing user satisfaction and engagement. |

## Product Position Statement

| For | avid readers and busy professionals |
| --- | --- |
| Who | seek convenient, high-quality access to a wide range of audiobooks |
| The Audio Book | provides an extensive library of audiobooks available anytime, anywhere |
| That | offers a seamless and engaging user experience, enabling users to enjoy their favorite books on the go |
| Unlike | traditional book listening or other audiobook platforms |
| Our product | features an intuitive interface and offline access, ensuring a superior and personalized listening experience |

# Stakeholder and User Descriptions

## Stakeholder Problems

**Admin:**

* Difficulty in managing the book catalog.
* Inefficient tracking of user activity and preferences.
* Time-consuming process for updating book details.

**User:**

* Challenge in finding books of interest quickly.
* Difficulty in resuming listening from the last position.
* Lack of personalized recommendations.

**Publisher:**

* Limited visibility on how books are being consumed.
* Challenges in managing book updates and new releases.

## 2.2 . Grouping Stakeholders and Features

**Admin:**

* Book Management: Add/Edit/Delete books, categorize books.
* User Activity Tracking: Monitor user behavior, generate reports.

**User:**

* Book Browsing: Search and filter books.
* Listening Experience: Play, pause, resume listening.
* Personalized Recommendations: Suggest books based on preferences.

**Publisher:**

* Consumption Analytics: View statistics on book consumption.
* Content Management: Update book details, manage new releases.

## 2.3. Organizing Features by Flow

## Admin:

## Log in to the admin portal.

## Add new books to the catalog.

## Edit details of existing books.

## Categorize books for easier navigation.

## Track user activity and generate reports.

## User:

## Register and log in.

## Browse books by category or search for specific titles.

## Select a book and start listening.

## Pause and resume listening, with the system saving the last position.

## Receive personalized book recommendations based on listening history.

## Publisher:

## Log in to the publisher portal.

## View consumption statistics for published books.

## Update details of existing books.

## Manage and release new books.

## 

## 2.4 Alternatives and Competition

### Fonos

**Strengths:** Among the forest of e-commerce platforms, Shopee has its stand as a pioneer for the trend of mobile browsing and listening via smartphones. User-friendly interface, extremely catching up with the trends, reliable shipping and delivery services are Shopee advantages over other platforms in the audible book market. Diversifying product categories and pricing, which is helpful for manufacturers from all market segments to attract their potential customers.

**Weaknesses**: On the other hand, there have been many scams of poor product quality, and wrong orders because of the platform scale, which makes it difficult to manage credibility. Missing or providing missed information and inadequate photograph presentation of sellers. Return and refund policies are one of the main reasons for customer disbelief and hesitation to purchase.

# Product Overview

## Product Perspective

The audio book application is designed to cater to a growing audience of audiobook listeners, providing them with easy access to a wide range of audiobooks, podcasts, and educational content. Positioned within the digital media and entertainment industry, this application leverages modern technology to offer a seamless and immersive listening experience. The application aims to bridge the gap between traditional reading and the digital age, enhancing accessibility and convenience for users.

## Summary of Capabilities

**Table 4-1 Customer Support System**

| **Customer Benefit** | **Supporting Features** |
| --- | --- |
| Extensive Audiobook Library | Access to thousands of audiobooks across various genres including fiction, non-fiction, self-help, and more. |
| Personalized Recommendations | Advanced algorithms provide tailored suggestions based on user preferences and listening history |
| Offline Listening | Users can download audiobooks for offline access, ensuring uninterrupted listening experiences. |
| High-Quality Audio | Professional narration and high-fidelity audio ensure an enjoyable listening experience. |
| Bookmarking and Note-Taking | Features that allow users to bookmark their favorite sections and take notes for future reference. |
| Variable Playback Speed | Users can adjust the playback speed to suit their listening preferences. |
| User-Friendly Interface` | Intuitive and easy-to-navigate interface designed for users of all tech proficiencies. |

## Assumptions and Dependencies

We assume that:

* Stable Internet Connection: While offline access is available, an initial download and regular updates require a stable internet connection.
* Device Compatibility: The app assumes compatibility with major operating systems, including iOS and Android. Regular updates may be needed to ensure continued compatibility with newer OS versions.
* Content Licensing: The availability of a wide range of audiobooks depends on securing proper licensing agreements with publishers and authors.
* Market Trends: The app’s success is dependent on the growing trend of audiobook consumption and the increasing acceptance of digital media.

## Cost and Pricing

These are some cost constraints that would be relevant to the product:

* Subscription Fees: The cost of subscription plans can be a constraint, especially if users perceive them as too high compared to competitors. Ensuring competitive pricing while maintaining profitability is crucial.
* Content Licensing Costs: Licensing high-quality audiobooks and exclusive content can be expensive, impacting the overall budget and pricing strategy.
* Marketing and Promotion: Effective marketing campaigns are necessary to attract and retain users but can be costly, impacting the overall budget.
* Development and Maintenance: Continuous app development, updates, and maintenance require significant investment, which needs to be balanced against subscription revenues.
* Customer Support: Providing high-quality customer support can incur additional costs, which must be considered in the pricing strategy..

## Licensing and Installation

* Content Licensing: The app works with publishers and authors to secure rights for distributing audiobooks. This includes exclusive content deals to differentiate the app from competitors.
* Installation: Available for download from major app stores (Apple App Store and Google Play Store). The installation process is straightforward, with user-friendly onboarding to help new users get started quickly.
* Regular Updates: The app will receive regular updates to improve functionality, add new features, and ensure compatibility with the latest devices and operating systems.

# Product Features

## 5.1 Basic Audiobook Library

***Description***: Provide a curated selection of popular and classic audiobooks. Focus on public domain titles and affordable licensing agreements.

***Cost Management***: Start with a limited number of titles and gradually expand as the user base grows.

## 5.2 User-Friendly Interface

***Description***: Design a simple and intuitive user interface that allows easy navigation through the app.

***Cost Managemen***t: Utilize open-source design frameworks and templates to reduce development costs.

## 5.3 Offline Listening

***Description***: Enable users to download audiobooks for offline access, ensuring a seamless listening experience without continuous internet connectivity.

***Cost Management***: Implement basic download functionality without complex DRM (Digital Rights Management) initially to keep costs low.

## 5.4 Bookmarking and Note-Taking

***Description***: Allow users to bookmark their favorite sections and take notes within the app.

***Cost Management***: Integrate basic bookmarking and text annotation features using standard mobile development libraries.

### Additional Features:

## 5.5 Personalized Recommendations

***Description***: Provide simple, algorithm-based recommendations based on user preferences and listening history.

***Cost Management:*** Use basic machine learning models or rule-based algorithms to offer personalized suggestions.

## 5.6 Variable Playback Speed

***Description***: Offer playback speed control to cater to different listening preferences (e.g., 0.5x to 2x speed).

***Cost Management***: Implement this feature using built-in media player functionalities provided by mobile operating systems.

## 5.7 Limited Free Content

***Description***: Include a selection of free audiobooks to attract and retain users who may not want to commit to a subscription initially.

***Cost Management***: Focus on public domain audiobooks and content with low licensing fees.

## 5.8 In-App Purchases

***Description***: Provide users the option to purchase additional audiobooks or premium content directly within the app.

***Cost Management***: Utilize existing app store frameworks for handling in-app purchases, reducing the need for custom development.

# Constraints

#### **Budget Constraints**

1. **Limited Financial Resources**: With a budget of 60 million VND (approximately $2,600 USD), the scope of features and the quality of the app must be carefully balanced to avoid overspending. This includes prioritizing essential features over advanced functionalities and limiting the initial content library to reduce licensing costs.

#### **Technical Constraints**

1. **Feature Scope**: The application can only include basic features such as a simple user interface, basic audiobook library, offline listening, and basic bookmarking and note-taking. Advanced features like sophisticated recommendation algorithms, extensive audiobook collections, and high-quality audio production might not be feasible within this budget.
2. **Development Time**: The limited budget may restrict the amount of time developers can spend on the project. As a result, the development timeline will need to be condensed, potentially affecting the thoroughness of testing and the refinement of features.
3. **Scalability:** The initial version of the app may not be highly scalable. As user numbers grow, additional investment will be needed to handle increased traffic, more extensive content, and enhanced features.

#### **Content Constraints**

1. **Licensing Costs**: Acquiring rights to popular or exclusive audiobooks can be expensive. To stay within budget, the application may initially offer a smaller selection of titles, focusing on public domain works and content with lower licensing fees.
2. **Quality of Content**: Due to budget constraints, the app might have to compromise on the quality of some audiobooks, especially if high-quality production and professional narration are cost-prohibitive.

#### **Market Constraints**

1. **Market Reach**: With a limited budget, extensive marketing campaigns and promotional activities may not be feasible. The initial user base might grow slowly without significant investment in advertising and user acquisition strategies.
2. **Competition**: Competing with established audiobook applications like Audible or Fonos requires significant resources for marketing, content acquisition, and technological development. With a limited budget, the app may struggle to differentiate itself and attract users in a competitive market.

#### **Operational Constraints**

1. **Customer Support**: Providing comprehensive customer support can be costly. The app may need to rely on automated support systems and limited live support initially, which could affect user satisfaction.
2. **Regular Updates**: Ongoing development and maintenance costs are necessary to keep the app functional and competitive. With a constrained budget, the frequency and extent of updates might be limited, potentially impacting the app's ability to address user feedback and stay updated with new technologies.

# Quality Ranges

## Low-Quality Scope

### Features and Functionality:

# Limited Audiobook Library: Small selection of public domain and low-cost books.

# Basic User Interface: Simple, functional design with minimal navigation.

# Offline Listening: Basic download capability.

# Minimal Personalization: Basic recommendations.

# Standard Audio Quality: Standard audio files with basic compression.

# No Advanced Features: Lacks features like variable playback speed and bookmarking.

### Cost Considerations:

# Development: Low-cost MVP focus.

# Content Licensing: Reliance on free content.

# Maintenance: Limited to essential bug fixes.

### User Experience:

# Basic Usability: Functional but lacks polish.

# Limited Content: Small library may affect retention.

# Simple Design: Less visually appealing.

## Medium-Quality Scope

### Features and Functionality:

# Moderate Audiobook Library: Broader selection with popular titles.

# Improved User Interface: More polished and user-friendly design.

# Enhanced Offline Listening: Syncing and better content management.

# Personalized Recommendations: Improved algorithms.

# Good Audio Quality: Higher quality audio files.

# Additional Features: Variable playback speed, bookmarking, and note-taking.

### Cost Considerations:

# Development: Higher budget for more features.

# Content Licensing: Some budget for popular titles.

# Maintenance: Regular updates and enhancements.

### User Experience:

# Enhanced Usability: More engaging experience.

# Broader Content: Larger library for better retention.

# Appealing Design: Better visual elements.

## High-Quality Scope

### Features and Functionality:

# Extensive Audiobook Library: Comprehensive selection including bestsellers.

# Premium User Interface: Highly polished and intuitive design.

# Advanced Offline Listening: Auto-sync, smart downloads.

# Sophisticated Personalization: Advanced machine learning recommendations.

# High-Fidelity Audio Quality: Top-tier audio files.

# Premium Features: Full suite including playback speed, detailed bookmarking, and integration.

### Cost Considerations:

# Development: Significant investment for advanced features.

# Content Licensing: High budget for premium and exclusive content.

# Maintenance: Continuous updates and new feature additions.

### User Experience:

# Premium Usability: Highly engaging and polished.

# Extensive Content: Large, diverse library.

# Advanced Design: Highly attractive and interactive UI.

# Precedence and Priority

## High Quality

### Precedence:

1. User Experience: Ensure the app is highly engaging, intuitive, and polished, focusing on top-tier design and usability.
2. Content Library: Provide a comprehensive selection of audiobooks, including exclusive and best-selling titles.
3. Advanced Features: Incorporate sophisticated features such as high-fidelity audio, advanced personalization, and extensive offline capabilities.
4. Reliability and Performance: Ensure the app runs smoothly with minimal bugs and high performance across all devices.

### Priority:

1. Content Acquisition: Secure high-quality and exclusive audiobooks.
2. User Interface Design: Invest in a premium design and user experience.
3. Feature Development: Prioritize advanced functionalities that enhance user engagement and satisfaction.
4. Testing and Maintenance: Allocate significant resources to thorough testing and regular updates.

## Medium Quality

### Precedence:

1. Content Library: Offer a broader selection of audiobooks with a mix of popular and lesser-known titles.
2. User Experience: Provide a polished and user-friendly interface with good navigation and usability.
3. Key Features: Include important features like offline listening, personalized recommendations, and good audio quality.
4. Performance: Ensure reliable performance with periodic updates and bug fixes.

### Priority:

1. Content Licensing: Balance between popular and affordable titles to expand the library.
2. UI/UX Improvements: Enhance user interface design within budget constraints.
3. Essential Features: Develop and refine key features that improve the overall user experience.
4. Maintenance: Focus on regular updates and essential maintenance tasks.

## Low Quality

### Precedence:

1. Basic Functionality: Ensure the app meets basic requirements with core functionalities like playback and simple navigation.
2. Content Library: Provide a small, focused selection of public domain and low-cost audiobooks.
3. Usability: Maintain a functional user interface that is easy to use but lacks advanced design elements.
4. Minimal Maintenance: Focus on essential maintenance and bug fixes.

### Priority:

1. Basic Development: Develop the core functionalities required for an audiobook app.
2. Cost-Effective Content: Use public domain content and low-cost licensing to build the initial library.
3. Essential UI Design: Ensure the interface is functional and user-friendly within minimal design effort.
4. Maintenance: Address critical bugs and perform essential updates only.

# Other Product Requirements

## 9.1 Applicable Standards

1. Industry Standards:
   * Content Management: Follow standards for digital content management to ensure proper categorization, metadata usage, and discoverability of audiobooks.
   * Security Standards: Adhere to standards such as ISO/IEC 27001 for information security management to protect user data and ensure secure transactions.
2. Accessibility Standards:
   * WCAG Compliance: Ensure the app meets Web Content Accessibility Guidelines (WCAG) 2.1 to provide accessible features for users with disabilities, including screen reader compatibility and customizable text sizes.
3. Coding Standards:
   * Code Quality: Follow best practices and coding standards like those recommended by the IEEE or ISO to ensure maintainable and high-quality code.

## 9.2 System Requirements

1. Mobile Devices:
   * Operating Systems: Support for the latest versions of iOS and Android, with backward compatibility for at least two previous versions.
   * Hardware Compatibility: Ensure the app runs smoothly on a range of devices, including budget smartphones and high-end tablets.
2. Web Platform:
   * Browser Compatibility: Ensure compatibility with major web browsers like Chrome, Firefox, Safari, and Edge.
   * Responsive Design: Implement responsive design to provide a consistent experience across different screen sizes and resolutions.

## 9.3 Performance Requirements

1. Speed and Efficiency:
   * Load Times: Optimize the app to load within 3 seconds for initial launch and within 1 second for audiobook playback.
   * Smooth Playback: Ensure seamless audio streaming with minimal buffering, even on slower internet connections.
2. Scalability:
   * User Load: Design the app to handle up to 100,000 concurrent users without performance degradation.
   * Content Delivery: Implement a robust content delivery network (CDN) to efficiently serve audio files to users worldwide.

## 9.4 Environmental Requirements

1. Operating Environment:
   * Temperature and Humidity: Ensure the app functions correctly within the typical temperature and humidity ranges for mobile devices (0°C to 35°C and 20% to 80% relative humidity).
2. Network Conditions:
   * Internet Connectivity: Ensure the app can handle varying network conditions, including 3G, 4G, 5G, and Wi-Fi. Implement offline functionality for uninterrupted access.
3. Device Usage:
   * Battery Optimization: Optimize the app to minimize battery consumption, ensuring prolonged usage without significantly impacting battery life.
   * Storage Management: Efficiently manage storage to prevent excessive use of device memory, providing users with control over downloaded content.

# Documentation Requirements User Manual

Purpose: For the Audio Book audible book application, the User Manual serves as a comprehensive guide for users, providing essential information on how to navigate the platform, utilize its features, and maximize their listening experience. Needily, The User Manual aims to educate users about the functionality and capabilities of the Audio Book audible book application, empowering them to navigate the platform with ease and comfort. Moreover, its role is to detect issues, understand policies, and make informed decisions while using the application.

Contents:

* + Introduction: Provides an overview of the Audio Book.
  + Getting Started: Registration process, account setup, and initial login steps.
  + Navigating the application: listing all features for customer/seller.
  + listening: describe user journey
  + Account management: managing profiles, updating personal information, and tracking orders.
  + Policies and procedures: Outlines important policies and documentation.

Desired Length and Level of Detail: Being comprehensive and concise, User Manual must provide sufficient information without overwhelming users with unnecessary details.

Index and Glossary: For index, users are able to quickly locate specific topics or sections within the manual. The glossary must define unfamiliar terms or acronyms used throughout the manual.

## Online Help

The Audio Book support team, under the guidance of administrators, is committed to delivering exceptional service and ensuring a smooth and satisfying experience for users. Determine what information users will need assistance with, such as navigating the application, understanding policies, or solving common issues. Also, the need to create content for the online help system, including written documentation, tutorials and FAQs. Ensure that the content is clear, concise, and easy to understand, matching with user-level knowledge.

## Installation Guides, Configuration, and Read Me File

For admins of Audio Book: Required database and system operation knowledge, our admins team firstly installs the audible book application on a server or local development environment. Prerequisites such as server requirements, software dependencies, and database setup instructions need to be read and prepared.

For customers: Transparent instructions for customers on how to browse products, search for specific items, and make purchases on the platform. Also, processes of purchasing must be indicated. Furthermore, guidance on initializing accounts, managing listening carts and policies must be included.

For sellers: Instructions for account setting up and tools utilization must be provided.

## Labeling and Packaging

This is a application project.

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