

# INFORENS GLOBAL LTD

## Business Requirement Document

[INFORENS Platform]

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[First BRD for INFORENS Platform: To create the infrastructure for Users to interact and avail services]

## **TABLE OF CONTENTS**

Authors.....	3
1. Recipients.....	3
2. Final users of module (end users) .....	3
3. Objective of the end users .....	4
4. Scope.....	4
5. Business Drivers .....	5
6. Current Process and Proposed Process .....	6
7. Functional Requirements .....	6
i. User Management .....	6
ii. Calendar Management .....	8
iii. Matching Engine .....	9
iv. Product Engine.....	10
v. Interaction .....	11
vi. FEED (Regular Updates for clients by Inforens Staff members) (Not in MVP) .....	12
8. Non-Functional Requirements .....	13
9. Document and Version History.....	14

# Authors

This first BRD, laying out the core capabilities required of INFORENS Platform, is being created jointly by Yash Gulati (Founder, CEO Inforens) and Shishir Vyas (Co-Founder).

## 1. Recipients

This document is intended for use by the Platform Development Partner to be engaged by Inforens, for referral by Architects / Analysts / Designers / Developers / Testers.

## 2. Final users of module (end users)

The Platform will have several different categories of users:

### Primary users:

1. Prospective students (hereafter referred to as “Student”) using the Mobile App / Website, for purposes of help with their (overseas) university & course identification and application process.

This term, “Student” also refers to students already enrolled in a University program, that are seeking guidance for their further study, internship, job aspirations.

2. Current or past students at universities that are desirous of acting as guides (hereafter referred to as “Guide”) for Students, on various matters relating to overseas university admissions processes. Guides would be using the Mobile App / Website, for their interaction purposes.

Note: It would be possible for a “Guide”, that is a student at a University and helping prospective students as their guide, to also use the Platform as a “Student” in order to receive help with their objectives for further study / internship / job opportunities and vice versa.

### Internal Users:

3. Staff members, paid interns and volunteers at Inforens (hereafter referred to as “Staff”) who would be performing the regular, day-to-day operations tasks related to running of the platform. Such tasks include, but are not limited to, approval of newly enrolled Guides, upload / editing of content, generating MIS reports from the Platform, etc. Staff would perform these tasks using the Mobile App / Website.

4. System Admin users at Inforens (hereafter referred to as “Admin”) who would perform limited tasks relating to administration of the platform, such as creation / approval of Staff.

5. Super Admin users at Inforens (hereafter referred to as “Super-Admin”) who would perform limited tasks relating to administration of the platform, such as creation / approval of Staff, Admin, and additional Super-Admin.

**Partner Institution Users: (Not in scope for MVP)**

Inforens may enter into partnerships with a variety of organisations / institutions (e.g. Admission agents, Coaching providers, Universities, Student job portals, Student accommodation providers, and other B2B partners), who would need access to Inforens Platform for purposes of providing referrals, reviewing status of individual Students or overall, MIS for the institution.

These specific institutions and the roles required for the users therein would be detailed at subsequent stages of enhancement of the platform.

In addition to the capability of being able to login to the Platform as partner institution users, the partner institutions would have the capability to integrate with the Inforens Platform using standard APIs, which should be provided for from the very beginning of the creation of the Platform (API-first approach).

### 3. Objective of the end users

The primary purpose of Inforens Platform is to offer an End-To-End Journey for Students.

Students would be able to self-enroll to the platform, to interact and obtain the necessary guidance and support through various stages of the overseas university admissions process – starting from conducting research (through information / guidance about countries / universities / courses), to shortlisting desired options (achievable and aspirational), identifying matching Guides based on multiple criteria, initiating the university application process, evaluating and selecting from the offers received, finalising travel plans (visa / flight logistics / accommodation / etc) based on destination, right up to arriving & settling down.

Students would have the option to purchase individual services, as well as “Bundles” of services offered by Inforens, with the capability to upgrade their purchased set of services, where appropriate. The system would keep track of purchases and progress at any point of time and prompt the user with a suitable set of offers (cross-sell and up-sell offers).

Further to above capabilities for students, the platform would allow ‘guide’ to self-register for the platform and offer services to prospective students after their profile is approved by the internal staff at Inforens.

To achieve the offering of such a comprehensive journey, Inforens would engage a variety of partners, who would all get plugged-in to the Platform, at appropriate junctures of the student journey.

### 4. Scope

1. Inforens Platform is going to automate a number of tasks that are currently being carried out manually, plus add capabilities for “intelligent” matching, product configuration, and other enhancements:

- A) Student Lead registration (capture all details of a prospective student, “Student” into a common database)
- B) Guide self-enrollment on Platform, with approval workflow
- C) Matching Lead with suitable options based on their details and interests (Student – Guide pairing, through a Matching Engine), and calendar availability
- D) Automated scheduling of Video / Voice call between Student and selected Guide (based on Calendar availability of Guide)
- E) Reminder notifications to Student and Guide, ahead of the scheduled call (NOT for MVP)
- F) Facilitation of the scheduled call on the platform – using either Mobile, or Web interface
- G) Recording of the call, along with summary notes to be entered by Student or Guide (to be available to the respective participant, through their Dashboard)
- H) Display of appropriate Products / Services (Bundles or individual products) – as customised for the individual Student (by means of the Product Personalisation Engine), as appropriate in their user journey.
- I) Purchase transaction - for Guide sessions, Products (Bundles / Individual Products)
- J) Integration with a Multi-Currency Payments provider, for display of prices in the local currency of customers and accept payments in their local currency, or select global currencies
- K) Content localisation in local language – based on explicit language switching buttons, or automatic local language detection (Not in MVP)

Out of Scope would be the actual Partnership Agreements, and calculation of payments due, raising invoices, etc. (Not in MVP)

## 5. Business Drivers

1. Once the P2P network is implemented it will reduce the estimated turnaround time to less than 24 hours, required to connect prospective students to the current student, which is currently more than 72 hours based on manual operations. This will result in better customer experience and reduce the customer dropout rate.
2. Would help create a marketplace for students where other current students share advice rather than an agency helping students which helps us build trust within the student community. With the survey conducted by our team, it was found that 9/10 students are unable to trust education agents because of lack of transparency.

3. Provide end to end solutions for international student mobility.
4. Onboard more B2B partners, such as accommodation companies, banks, mobile operators, which provides additional revenue streams.
5. Enable us to implement API based integration with B2B student loan partners and university fee payment portal partners.

## 6. Current Process and Proposed Process

### **Current Process (As-is):**

Current Process -

- Generate a Lead through a webpage.
- Send a guide (Current student) availability request through mail.
- Connect prospective student with the guide through mail

### **Proposed process (To be):**

### **Figma links for reference -**

[Discover sequence](#)

[User Management](#)

[Student Booking](#)

## 7. Functional Requirements

### i. User Management

#### (i) Student

1. Registration capability
2. Matching Capability
3. View their booked sessions through the calendar interface.
4. 1 TO 1 Interactions (with guide) capability – Student can initiate Text Message to Guide (once assigned and call booked / paid for); Student is able to join the scheduled call on the platform after logging-in at the assigned time and joining a Waiting Room. At the scheduled time the call is started by the Guide, which initiates the video plus audio session. Timer (showing time elapsed) will be displayed in the display window, running down to the scheduled duration of the call (30 minutes – by default, for the Paid call). On completion

of the duration, the Timer display will change to a flashing red display that shows additional “Grace” time allowed (10 minutes – by default) for spill-over of the call.

5. Student is able to review completed interaction sessions and also add their own notes regarding the session right after completion of the session.
6. Social media integration (Not in MVP)
7. Creation of student peer to peer support community (Not in MVP)
8. Access to products and services
9. Access to feed to see updates from universities and different partners. (Not in MVP)
10. Finance - Student to pay other entities through payment gateways integrated with Inforens portal. (Not in MVP)
11. Report any harassment, bullying or legal issue.

## (ii) Guide

1. Self-Registration capability – subject for approval, by Staff. Guide profile should have a **Priority check-box**, which the Staff user is able to select at time of approval of Guide profile – or by reviewing and editing the profile at a subsequent time. This Priority check would enable the particular Guide to be ranked higher in the Matching Engine, and displayed as the top result for a Student that searches using criteria that matches with this Guide.
2. Profile update/ edits, Intro Video to be added after completion of onboarding by Internal Staff.
3. Guide should be able to indicate their availability through calendar interface on a week-by-week basis.
4. System should validate the total number of hours worked by a guide does not exceed the number of hours permitted as per students’ profile. Initially we would go with default value of 20 hours per week. (Not in MVP)
5. Internal staff member to validate the hours permitted as per student profile (Not in MVP)
6. View their booked sessions through the calendar interface.
7. The Guide should be able to add a member from Internal Staff users to a scheduled call with a prospective Student – ahead of the call, AS WELL AS during a call, once initiated by the Guide.
8. 1 TO 1 Interactions (with student), OR a 3-way call between Student-Guide-Staff. The call Timer starts automatically at the scheduled time once the Guide has initiated the call. In case the Guide is delayed beyond scheduled time, the Timer starts when the Guide initiates the call. If a student hasn't joined at the scheduled time, the Guide can trigger a notification / reminder from the platform itself – reminders to be sent via email, app notification, or WhatsApp. If the Student joins the call with a delay, the Timer will display the elapsed time for the scheduled call (30 minutes – by default), and will still add-on the **Grace time (10 minutes – default)**.
9. Guide is able to review completed interaction sessions and also add their own notes regarding the session right after completion of the session. **Reporting capability for each call with a Student would reflect the Guide’s brief assessment of the call, including the add-on Products that this Student is likely to be interested in, and further objective criteria to be captured (Form fields to be discussed and finalized).**

10. Finance - Guide to see details of students mentored by them on a session-by-session basis and also the aggregated numbers for all their activity.
11. Report any harassment, bullying or legal issue.

Guide profile would need to capture – Country, City / Town, University, Course(s) studied or currently being studied. Field students are interested in what he wants to pursue after degree completion.

#### (iii) Staff

Authority to access all guides and students' profiles, access to add limitations, restrictions and offer discounts.

Support chat for students

Ability to join a Student-Guide call, where the Guide has specified Internal Staff as additional participant for the call. All such 3-way calls should be viewable in a consolidated Calendar View available for Internal Staff.

Ability to schedule a 3-way call including a Student and a Guide – these calls can be used for the purpose of training and assessing new Guides that join the platform, as well as serve the purpose of offering short, introductory calls to Students who have not yet signed up for a Product / Bundle on the platform.

Report any harassment, bullying or legal issue.

#### (iv) Admin

Finance access, tech access, refund access

View complaints of harassment, bullying or legal issues and respond.

#### (v) Super-Admin

Control over all the above 4 section

View complaints of harassment, bullying or legal issues and respond.

### ii. Calendar Management

- (i) User type Guide will have the ability to indicate their availability using a calendar layout, wherein they would be able to indicate their availability on a week-by-week basis. System should validate the total number of hours worked by a guide does not exceed the number of hours permitted as per students' profile. Initially we would go with default value of 20 hours per week. (NOT IN MVP)

User interaction should be simple, allowing the user to copy one day's schedule to multiple other days or the entire weekday / weekends.



The weekly schedule would be repeated for the subsequent week – with the capability to edit individually if the user needs to make a change.

(ii) This calendar schedule for Guides would be used to match Students with guides, in addition to the other matching criteria

### iii. Matching Engine

Matching of Student with Guide: Criteria – desired Country, City / Town, University, Course(s) interested in.

The flow depends on the current state of the user (whether registered or unregistered user)

- Registered user flow –
  1. Registered user all the criteria required for matching would be populated automatically from the user's profile with the availability for the user to edit any of those fields.
  2. The results from the matching engine need to be scored and displayed in order of **highest score first**, showing up to top 3 results – assigning top spot for a Guide Profile with the **Priority Flag**, if present for any of the matches. The information to be displayed for each match is full Name, profile picture, short intro video, country, university, course, etc.
  3. User is able to click on any of the results shown to get the calendar display showing availability of that particular guide in order to be able to select a particular guide for the one-to-one interaction.
  4. User is able to click on a particular slot available in the calendar for the chosen guide in order to make a booking for 1 to 1 interaction.
  5. In order to complete the booking the user will be presented with a payment screen integrated with one or more payment partners.
  6. On successful completion of the booking the portal will display a success screen and also trigger notification by email, as well as WhatsApp message, to three parties: to the student, guide and internal Inforens staff.
- Unregistered user flow –
  1. Content for the unregistered user will provide multiple links inviting the user to try out the matching capability to validate that this platform meets their needs. On clicking such a link, the unregistered would be presented with the matching engine form displaying the list of criteria to be completed by the unregistered user in order to carry out the matching process.
  2. The results from the matching engine need to be scored and displayed in order of highest score first, showing up to top 3 results. The information to be displayed (Unregister user) for each match is Masked - name, Blurred - profile picture, Locked icon for short intro video, country, university, course, etc.

3. If the user clicks on any of the match results we take the user to a landing page that states full results are available to registered users and inviting the user to register by clicking on the link provided.
4. For registration the user needs to provide all the information about their background, however the information about their desired course, university, country selection should be prepopulated based on the data the user had entered on the matching engine screen, with the ability for the user to make any edits before saving to complete registration.
5. On completion of registration the user should be brought back to the matching engine display populated with the information on desired courses so on.
6. User is able to click on any of the results shown to get the **calendar display** showing availability of that particular guide in order to be able to select a particular guide for the one-to-one interaction.
7. User is able to click on a particular slot available in the calendar for the chosen guide in order to make a booking for 1 to 1 interaction.
8. In order to complete the booking the user will be presented with a payment screen integrated with one or more payment partners.
9. On successful completion of the booking the portal will display a success screen and also trigger notification by email to three parties: to the student, guide and internal Inforens staff.

Ability to understand a person's CV and find a perfect guide match. **(Not in MVP)**

Ability to understand specific needs of the candidate and connect with the guide. **(Not in MVP)**

#### iv. Product Engine

##### **PRODUCTS:**

- B2C
  - Pre-admission offerings
    1. 1 to 1 call
    2. CV review and editing
    3. SOP / Personal statement edits
    4. SOP Drafting
    5. Letter of recommendation Draft / Review
  - Post admission offerings
    1. Scholarship support
    2. Student Visa support
    3. University deposit payment support
    4. Student Accommodation support

Two or more of the above product offerings (Pre admission and post admission) can be combined to create different packages offered as ‘Bundles’.

- Post arrival offerings
  1. Network operator support (sim card)
  2. Destination country Bank accounts support
- During university period offerings
  1. Part time jobs
  2. Networking events
  3. Internships
- B2B
  - Preparatory exams for admissions (IELTS/SAT/GRE/GMAT/TOEFL, etc.)
  - University accommodations
  - Student Uni Kits (duvet, pillows, bedsheets, kitchen utensils, cutlery)
  - University fee payments
  - Banking services
  - Mobile Network Operators
  - University Partnerships for promoting new courses

#### KEY POINTS:

- Pricing for services offered would differ based on the geographical location of the student. E.g. USA based prices as compared to Pakistan based prices would differ.
- P2P connection pricing would vary. E.g. Ivy leagues/Russell Group Guides fee will be higher than the rest.
- Scholarship applications will have different pricing when it comes to Ivy leagues/Russell group universities.

#### v. Interaction

(I) Chat capability – 1 TO 1 text message exchange between student and guide after the student has paid for and successfully booked call session.

(ii) Scheduled voice / video call (Video call features – preferred), The session needs to be recorded by the platform and made available to the student as well as the guide along with the ability to make some notes about the session.

(iii) AI based Personalized support for the guide during the call with the student (Not in MVP)

(iv) Instant video (pre-recorded video snippets)

(v) Chat bot available to help user address basic queries in pre login / pre-registration state.

vi. FEED (Regular Updates for clients by Inforens Staff members) (Not in MVP)

1) Plans to promote new courses universities launches in future

2) Students should have access to view all the courses that are promoted by universities on our portal.

3) Relevant scholarship updates to student's feed

4) All partner promotions like banks, Sim cards, part-time jobs, accommodation and travel partners. E.g. The students, once onboarded, should be able to view and purchase additional services displayed at the appropriate point of time in the Student's user journey (bundle > scholarship service > visa services > outsourced B2B services).

These requirements will be summarized in a table and ranked by priority once we have feedback on granular sizing of various requirements: (Prioritization discussion to be carried out after initial effort-sizing by Dev Partner Team)

Functional Requirement	Rating	Description
	Critical / 1	[This requirement is critical to the success of the project. The project will not be possible without this requirement.]
	High / 2	[This requirement is high priority, but the project can be implemented at a bare minimum without this requirement.]
	Medium / 3	[This requirement is somewhat important, as it provides some value but the project can proceed without it.]
	Low / 4	[This is a low priority requirement, or a "nice to have" feature, if time and cost allow it.]
	Future / 5	[This requirement is out of scope for this project, and has been included here for a possible future release.]

Non-functional requirements describe how the system works, while functional requirements describe what the system should do.

## 8. Non-Functional Requirements

ID	Requirement
NFR 1	Quick response time for each functionality / page load on platform – 3 seconds
NFR 2	All profile data of Students & Guides to be encrypted – during flow as well as storage
NFR 3	Low latency response (without buffering delays) for playing Intro videos of guides
NFR 4	The collaboration platform should be able to support 100 concurrent sessions of logged-in users (Students), and support simultaneous 20 video call sessions between Student and Guide (plus Internal Staff, where applicable)
NFR 5	Multiple payment gateways to be integrated, to offer choice of different payment options for Students
NFR 6	Reporting requirements – all aggregate data (Student registrations, Guide registrations, Number of Products purchased, Video call sessions completed, plus any other transactional data) to be summarized and extractable as report for various periodicity (Daily, Weekly, Monthly, Quarterly), by Geography (Source / Destination)
NFR 7	Mobile App interface is primary / preferred interface for Students, however Guides and Internal Staff should be able to use Web Browser for completion of their tasks, and for Video Calls with Students. Responsive design to be incorporated to support different form-factors of devices (Laptops / Tablets / Mobile browser)
NFR 8	
NFR 9	

## 9. Document and Version History

This section details the history of the document in each version. It's good to know what has changed in each version, by whom, and when it happened.

Version	Date	Changes	Author
0.1	17/11/2023	Created initial draft of BRD	Shishir Vyas
0.2	29/11/2023	Added additional information to Initial draft. Majorly section 8,9 and 10	Yash Gulati
0.3	04/12/2023	Added information for Primary Users in Section 3. Added Objective for End Users in Section 4. Added high-level outline of overall scope in Section 5.	Shishir Vyas
0.4	12/01/2024	Added Figma links to Section 8 Added information pertaining to Product Engine in Section 9	Yash Gulati
1.0	23/01/2024	Finalized version, ready for circulation	Shishir and Yash