Business Goals

| Business Goal | Goal Refinement | Quality Attribute |
| --- | --- | --- |
| Expand market share in internet based communication. | Support a mobile app for Android and IOS.  Add support for more languages.  Decrease product learning curve and improve user experience | Modifiability  Modifiability  Useability |
| Reduce operational and development expenses by 7% in the next 3 months. | Upgrade hardware infrastructure to reduce upkeep prices.  Implement agile methods for software development. | Performance  Maintainability |
| Increase monetary income by 10% by the next year | Gather user data and sell subscriptions to predictive algorithms to 3rd party vendors.  Create increased functionality that is locked behind an enterprise payment plan. | Functional suitability  Functional suitability |
| Maintain a 99% server and product up time every month | Achieve 95% test coverage with thorough and expressive tests.  Implement on call staff members to solve emergency problems. | Testability  Availability |

Quality Attribute Scenarios

| Goal Refinement | Quality Attribute | Quality Attribute Scenario | Priority |
| --- | --- | --- | --- |
| Support a mobile app for Android and IOS. | Modifiability | A developer is able to use our communication platform on an android or IOS phone, and will not run into any operating system specific errors with the app. | H |
| Add support for more languages. | Modifiability | A customer is able to use our communications platform while only being able to speak one of the following languages (English, spanish, chinese, french) and the user shall not run into any language barrier issues with our user interface. This can be measured with surveys given in the language of user choice about their experience. | H |
| Decrease product learning curve and improve user experience | Useability | A customer is able to interact with our user interface with little experience and have little frustration finding the functionality they desire. This can be measured through surveys given after app usage. | M |
| Upgrade hardware infrastructure to reduce upkeep prices. | Performance | A systems administrator shall be able to run the system on the new hardware under normal operation condition while running into less errors and down than present with the old hardware. | M |
| Implement agile methods for software development. | Maintainability | A software developer will be able to write code in a workspace with other developers writing code and shifting requirements while increasing in requested features over time. | M |
| Gather user data and sell subscriptions to predictive algorithms to 3rd party vendors. | Functional suitability | A third party vendor can purchase access to a predictive algorithm that will suggest products and interests based off of the content of user messages. The third party vendor should then see an increase in the effectiveness of displayed ads to clicks. | L |
| Create increased functionality that is locked behind an enterprise payment plan. | Functional suitability | A functionality of the communication platform will be displayed but not available to the user until the user enrolls in the enterprise payment plan. The percentage of users enrolled in the enterprise payment plan can be tracked. | L |
| Achieve 95% test coverage with thorough and expressive tests. | Testability | A software developer can run a set of tests on the code base and be able to quickly determine where the test occurred, as well as the ability to determine what percentage of the code was tested. These metrics can be tracked using code coverage for tests and a failed tests to area identified time tracking | H |
| Implement on call staff members to solve emergency problems. | Availability | A software developer can be reached by phone in the event of an emergency error and the developer will be ready to work on the error found. This can be tracked by using training calls similar to a fired drill, instead the caller will determine if the developer is ready to begin working on the error. | H |