UbuniWorks

Business Requirement Document (BRD)

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Versions and approvals

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## Approvals

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# Document Overview

This document defines the high level requirements for the first phase of the Entrepreneurs Support Network. It will be used to document the requirements set forth by KCA University in before development of the solution.

The scope of this document is to define the scope and delivery of the Entrepreneurs Support Network Platform Phase 1. The requirements are defined within the document against a traceable requirement ID for the purposes of later compliance testing.

# Project summary

## Executive summary

The client seeks to implement a solution that will bring together innovators, investors and other stakeholders interested in startups. The proposed solution; Entrepreneur Support Network is an online systems that is designed to provide support and access to aspiring/start-up entrepreneurs performing all the functions of a model business incubation and acceleration center. A community of the various entrepreneurship ecosystem actors. These actors involve innovators, trainers, investors, coaches, mentor, and connectors amongst others.

## Project Background

Entrepreneurship is currently a course that students study in most of the Kenyan Higher institutions of learning. With unemployment being one of the biggest worry for the graduates in Kenya today. Introduction of entrepreneurship in schools serves as a way to motivate students to be business minded. Graduates then do not have to rely on finding a job somewhere as they can identify a problem in the society and make money providing the solution to it. Systems to mentor these upcoming entrepreneurs are limited and so most of the start-ups will fail within the first year of inception leaving the owners devastated. Funding of the start-ups is also limited due to lack of collateral and low credit scores to people just graduating from school. The options remaining then is to find a job, save or take a loan and fund your start-up.

Kenya college of Accountancy realizing the gap in the mentorship and funding found the need to come up with a platform to provide both. ESN will then be a community where Innovators will have a chance to register into the community with their idea(s), these ideas can then be vetted depending on their applicability and business returns overtime, get matched with mentors as well as people to fund the ideas. This community also includes a Knowledge base hosting all the research, journals and all content from the online mentorship classes.

All in all, ESN will transcend the limitations of a physical business hub in the following ways

* Infinite capacity
* Access to information
* Access to choice capacity and support
* Access to choice funding and investment
* Idea management and development tracking
* Linkages and Visibility
* Networking and connectivity
* Community support

## Project Objectives

To create a Virtual Business Incubation and Acceleration Hub through the implementation of the following modules and sub modules.

* To create an **IDEA LAB** module; the heart of the system where interested innovators will have a chance to register into the community with an idea, share the idea, plan and find mentorship.
* To create an **INVEST** module; this module will provide the innovators with funding opportunities for their ideas, tracking progress, and legal counsel. For the interested partners they will have a chance to listen to pitches, flag and also track ideas they are interested in.
* To create a **KNOWLEDGE BASE** for the community; this module is an online library hosting all the research materials from the community.
* To create a coaching and mentorship module; this module will provide a platform for mentors, coaches to host meetings with their mentees, bookings of meetings and matching mentors to mentees

## Business Drivers

* Kenya college of Accountancy is looking to drive innovation as well as provide a platform where different ideas can be vetted, implementation methods suggested and planned.
* They are also looking for a way to track the activities of their innovators as well as help them in developing business plans to ensure success of the start-ups.
* To provide a platform where interested funders can browse through different ideas, flag them, fund and even track progress of the said innovation.

## Abbreviations

|  |  |
| --- | --- |
| Abbreviations | In Full |
| ESN | Entrepreneurs Support Network |
| BRD | Business Requirement Document |
| ID | Identifier/Identification |
|  |  |

## Stakeholders

### KCA University

This is the owner of the solution and one to deliver initial system requirement and definition of the ESN platform

This will be built upon three main requirements:

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| ID | Type | Platform | Requirements description | Priority |
| ESN1 | Solution | Web | Timely deployment into the market. This shall be underpinned with a clear and concise delivery project plan. | 1 |
|  |  |  |  |  |

### Service Integration Partners

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| --- | --- | --- | --- | --- |
| ID | Type | Platform | Requirements description | Priority |
| ESN2 | Solution | Web | The solution shall maintain standard API interfaces to ensure minimal overhead for service integrations. | 1 |

### Innovators

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| --- | --- | --- | --- | --- |
| ID | Type | Platform | Requirements description | Priority |
| ESN3 | Solution | Web | Ease of access and user experience of the platform | 1 |

### Mentors/Investors

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| ID | Type | Platform | Requirements description | Priority |
| ESN3 | Solution | Web | Ease of connecting and monitoring innovators | 1 |

## Scope of work

### Phase 1: High level use case statement-Idea Lab

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| ID | Type | Platform | Requirements description | Priority |
| ESN4 | Solution | Web | The solution shall be accessed through a web browser in the internet | 1 |
| ESN5 | Solution | Web | Registration use case: access the registration page on the platform and keys in their personal details in order to register into the platform. | 1 |
| ESN6 | Solution | Web | Login use case: Registered users can access and enter their login credentials in the platform. | 1 |
| ESN 7 | Solution | Web | User-type Use case: Registered users on logging in can then select the user type; depending on the function they want to use in the system. Functions are divided into Create a business, Develop a business and Finance a business. Mentors and develop or finance a business. |  |
| ESN 8 | Solution | Web | Approvals Use case: For users with function Develop and Finance a business. Vetting and approvals will be required by the business owner before they can use the system |  |
| ESN9 | Solution | Web | Idea submission use case: Innovator User function create business will be able to create a profile and idea(s) in the platform. | 1 |
| ESN10 | Solution | Web | I-share use case: Solution will provide the read, update and submit functions. And request for support from different business developers available. | 1 |
| ESN11 | Solution | Web | I-share use case: This module will allow other system user to view all the submitted ideas and provide a ‘like’ button | 1 |
| ESN12 | Solution | Web | I-plan use case: This module shall allow an innovator to create a plan online on a canvas business model. | 1 |
| ESN13 | Solution | Web | I-plan use case: This I-plan function will provide user(s) with milestones options to enable track progress | 1 |
| ESN14 | Solution | Web | I-plan use case: This function shall be accessible to the mentors, coaches, business developers and ESN community | 1 |
| ESN15 | Solution | Web | Hub connect use case: Solution will allow creation of different hubs based on the fields of trade | 1 |
| ESN16 | Solution | Web | Hub connect use case: The hubs should contain relevant mentors, resource material and feed from the internet with the relevant content including news | 1 |
| ESN17 | Solution | Web | I-commerce use case: Ranks the ideas on the criteria of the most to least liked | 1 |
| ESN18 | Solution | Web | I-commerce use case: Subscriber/Innovator(s) with the highest number of liking from the community of mentors, coaches and business developers will be to access free expert consultancy on strategies, business analysis and development. | 1 |
| ESN19 | Solution | Web | I-commerce use case: Integration of the solution with a payment solution (yet to be agreed upon) for payment of consultancy for the subscribers | 1 |
| ESN20 | Solution | Web | I-protect use case: Integration with KIPI for IP and patent rights for their innovations | 1 |
| ESN21 | Solution | Web | I-protect use case: All innovators can access function and get IP and Patenting for their ideas. | 1 |

### Phase 2: High level use case statement-Invest

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| ID | Type | Platform | Requirements description | Priority |
| ESN22 | Solution | Web | Tracking Use case: Allow an investor to track the progress of an idea | 1 |
| ESN23 | Solution | Web | Tracking use case: System gives the coach, mentor or investor access to track the ideas in the fields of his/her interest | 1 |
| ESN24 | Solution | Web | Tracking use case: System allows the user to make comments to the innovator | 1 |
| ESN25 | Solution | Web | Pitching use case: System allow a subscriber/innovator to create a short video of them pitching their ideas and submitting to the mentors, investors and coaches. | 1 |
| ESN26 | Solution | Web | Pitching Use case: system allows investors to view all the pitches that have been submitted by innovators and vote for the best pitch and make comments which will be visible to only to the innovator | 1 |
| ESN27 | Solution | Web | Flagging use case: This functionality allows an investor, coach or mentor to flag any idea that they may have interest in. This will be done in the hub connect. | 1 |
| ESN28 | Solution | Web | Funding use case: This allow 2 kinds of funding:   1. Crowd funding 2. Direct funding | 1 |
| ESN29 | Solution | Web | Funding Use case : This functionality is integrated with the an online payment solution | 1 |
| ESN30 | Solution | Web | Legal counsel use case: This module allows subscribers to access legal counsel. | 1 |
| ESN31 | Solution | Web | Legal Counsel use case: the solution will allow legal officers to provide counsel to the questions that will be raise through the platform and also availability on chat. | 1 |

### Phase 3: High level use case statement-Knowledge

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| --- | --- | --- | --- | --- |
| ID | Type | Platform | Requirements description | Priority |
| ESN32 | Solution | Web | Journal use case: system will provide a functionality for contributions of journals | 1 |
| ESN33 | Solution | Web | Journal use case: system will have a feed of journals relevant to the subscribers selection | 1 |
| ESN34 | Solution | Web | Research use case: system will have a feed of published researches and other related artefacts available to the subscriber | 1 |
| ESN35 | Solution | Web | Research use case: system shall provide functionality for the subscriber to publish their research via the platform. | 1 |
| ESN36 | Solution | Web | Online classes use case: Platform will provide 2 type of user profile for this module i.e.:   1. Student 2. Coach | 1 |
| ESN37 | Solution | Web | Online classes use case: Platform will provide content creation functions for the Coach. This will include:   1. Video upload(preferably through YouTube) 2. Text creators 3. Exam & quiz generators 4. Dashboard for the class(No. of students, list of lessons, discussion board with the students | 1 |
| ESN38 | Solution | Web | Online classes use case: Platform will provide content creation functions for the Student. This will include:   1. Dashboard showing class schedules, assignment, Exam & quiz scores 2. Display text content 3. Exam & quiz functionalities | 1 |
| ESN39 | Solution | Web | Online classes use case: Platform will provide a discussion board | 1 |

### High level use case statement-Usability

### Ease of use

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| --- | --- | --- | --- | --- |
| ID | Type | Platform | Requirements description | Priority |
| ESN40 | Solution | Web | The screen will be rendered in both mobile browser and PC browser with ease | 1 |
| ESN41 | User | Web | If the system times-out a subscriber, due to inactivity between 3 minutes and 14 minutes 59 seconds, the authentication routine shall be re-enabled requesting the subscriber to re-submit Username and Password before resuming session. | 1 |
| ESN42 | Solution | Web | The solution shall maintain the session until the subscriber logs out or if a session timer is exceeded. To protect subscriber, the solution shall enable a session time out based on 15 minutes of inactivity. If the subscriber requires service continuity then the request shall revert to the initial screen. | 1 |
| ESN43 | Solution | Web |  |  |

### Personalization

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| --- | --- | --- | --- | --- |
| ID | Type | Platform | Requirements description | Priority |
| ESN44 | User | Web | Each subscriber shall be able to choose a pre-defined avatar. | 1 |
| ESN45 | User | Web | The subscriber shall be able to manage their avatar including the upload of a size restricted image. | 1 |
| ESN46 | Solution | Web | All transactional information/presentation shall be conducted in local currencies or as directed. | 1 |
| ESN47 | Solution | Web | Super Users shall be identified within the structure of the system users as will be advised | 1 |

### Accessibility

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| --- | --- | --- | --- | --- |
| ID | Type | Platform | Requirements description | Priority |
| ESN48 | Solution | Web | The Web app shall maintain compatibility to KCA design rules and ensure that the interface remains clear and uncluttered and does not interfere with OS accessibility capabilities | 1 |

### High level use case statement-Performance Requirements

Performance

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| --- | --- | --- | --- | --- |
| ID | Type | Platform | Requirements description | Priority |
| ESN49 | Solution | Web | Latency shall be published by QB and metricized (acknowledging that QB does not manage the intervening network elements from server to client). | 1 |

Reliability and availability

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| ID | Type | Platform | Requirements description | Priority |
| ESN50 | Solution | Web | Minimum target availability shall be above 90% uptime. | 1 |
| ESN51 | Solution | Web | Availability shall be measured and reported on a monthly basis, on a rolling quarterly basis and a calendar year basis. | 1 |
| ESN52 | Solution |  | An agreed SLA shall be contracted between Client and provider for the provision of service allowing for operational management and reporting. Included in this shall be an agreed definition for reporting and review. | 1 |
|  |  |  |  |  |

Capacity and Scalability

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| --- | --- | --- | --- | --- |
| ID | Type | Platform | Requirements description | Priority |
| ESN53 | Solution | Web | Initial deployment shall scale as per the minimum requirement of the client. | 1 |
| ESN54 | Solution | Web | The solution/server needs to be adaptable and scalable for subscriber growth exceeding forecast. This shall be quantified in terms of time to scale, cost of scale and units of scale. | 1 |

### High level use case statement-Operations and maintenance

Service integrations

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| --- | --- | --- | --- | --- |
| ID | Type | Platform | Requirements description | Priority |
| ESN55 | Solution | Web | Services shall be available via web using HTML5 rendered page or java script. | 1 |
| ESN56 | Solution | Web | There will be integration towards MPESA and PayPal systems to cater for the transactions that will be taking place in the solution. | 1 |
| ESN57 | Solution | Web | The intention is to use Bugzilla to manage first line customer support trouble tickets. The solution shall provide an integration to allow subscribers to raise issues from within the solution. | 1 |

Production and Releases

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| --- | --- | --- | --- | --- |
| ID | Type | Platform | Requirements description | Priority |
| ESN58 | Solution | Web | Full package of the platform i.e. files, folders and database shall be delivered to the client and hosted at the client’s servers of choice. | 1 |
| ESN59 | Solution | Web | Service/Product Release shall be in agreement with client conforming to the requirements defined in the current product roadmap requirement definition provided. | 1 |
| ESN60 | Solution | Web | Client shall provide early product roadmap visibility, subject to commercial confidentiality constraints, identifying key features and services to allow Vendor to review options in respect to incremental development of ESN Platform. | 1 |

Support and maintenance

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| --- | --- | --- | --- | --- |
| ID | Type | Platform | Requirements description | Priority |
| ESN61 | Solution | Web | Vendor shall support the solution by providing second-line problem management and resolution. This shall be clearly identified with process, response times and a measurable Service Level Agreement. | 1 |
| ESN62 | Solution | Web | Support shall be available 24x7x365. | 1 |
| ESN63 | Solution | Web | Client shall publish the support process to be used including contact details. | 1 |

### High level use case statement-Security

Access

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| ID | Type | Platform | Requirements description | Priority |
| ESN64 | User | Web | Registration shall be required before use of the system is granted | 1 |
| ESN65 | User | Web | Registration shall capture the subscriber’s full name as a mandatory field.(Plus other details that will be defined as per the client’s requirements) | 1 |
| ESN66 | User | Web | Registration shall capture the subscribers preferred UserName as a mandatory field and shall be checked against existing Usernames to prevent duplication. | 1 |
| ESN67 | User | Web | Registration shall capture a Security Phrase/ Question that shall be used for the recovery of lost passwords. | 1 |
| ESN68 | User | Web | Upon successful Registration an email or SMS shall be sent to the subscriber email or cellphone number as confirmation. | 2 |
| ESN69 | User | Web | Authentication shall only be granted using the identified UserName. Where the UserName has been lost, there shall be an option to recover a UserName identified against the correct email address. Three attempts shall be granted before account locking. | 1 |
| ESN70 | User | Web | Authentication shall only be granted using the identified Password. Where the Password has been lost, there shall be an option to change the existing Password based upon the correct use of a Security Phrase/Question and a correct email address. Three attempts shall be granted before account locking. | 1 |

Data integrity

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| ID | Type | Platform | Requirements description | Priority |
| ESN71 | Solution | Web | All Passwords shall be encrypted across any open interfaces. | 1 |
| ESN72 | Solution | Web | All content shall be only available through registration and authentication. No content shall be published to any publicly accessible domain. | 1 |
| ESN73 | Solution | Web | The solution shall ensure that there is minimal impact from service affecting faults. Business continuity shall be delivered to ensure service continuity. | 1 |

Privacy

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| ID | Type | Platform | Requirements description | Priority |
| ESN74 | Solution | Web | The solution shall be secured with a  UserName/Password combination using a set of published rules. These elements shall be secured in an encrypted fashion in storage and recoverable subject to security checks. | 1 |
| ESN75 | Solution | Web | The solution shall have an internal timer to enable a timeout function where a subscriber has not performed any activity over a certain period. This function shall be capable of being reset by the subscriber to maintain a continual presence; however this will not be the default value. | 1 |
| ESN76 | Solution | Web | Content distributed from the Originator to the Receiving Party /Parties shall remain discreet to these originating and terminating points and shall not be accessible to other subscribers unless within an identified Group environment. | 1 |

Audit

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| ID | Type | Platform | Requirements description | Priority |
| ESN77 | Solution | Web | The solution shall retain the ability through the administration console to allow for an audit of the subscriber base. | 1 |

### High level use case statement-Compliance

Legal

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| --- | --- | --- | --- | --- |
| ID | Type | Platform | Requirements description | Priority |
| ESN78 | Solution | Web | EULA | 1 |
| ESN79 | Solution | Web | ESN shall adhere to all local laws relating to data, content provision and transactions where specified. | 1 |

Standards

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| ID | Type | Platform | Requirements description | Priority |
| ESN80 | Solution | Web | Development shall adhere to the requirements defined by Google.  https://developer.android.com/design/  index.html | 1 |

## Flow Diagrams

1. ESN User creation Flow diagram



1. Registration and Login Flow diagram

