Kentucky Horsemen's Benevolent and Protective Association

Vision Document

Version <1.1>

Revision History

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Table of Contents

1. Introduction 4

1.1 References 4

2. Positioning 4

2.1 Problem Statement 4

2.2 Product Position Statement 5

3. Stakeholder and User Descriptions 5

3.1 Stakeholder Summary 5

3.2 User Summary 5

3.3 User Environment 6

3.4 Summary of Key Stakeholder or User Needs 6

3.5 Alternatives and Competition 6

4. Product Overview 6

4.1 Product Perspective 6

4.2 Assumptions and Dependencies 6

5. Product Features 7

6. Other Product Requirements 7

7. Appendix A 7

Vision Document

# Introduction

The purpose of this document is to analyze the problems and needs of the Kentucky Horseman’s Benevolent and Protective Association’s (KYHBPA). The KYHBPA website is not currently capable of pushing content, receiving user information, creating new members, soliciting donations, or recovering after a disastrous event. Updating the website to support these would allow the KYHBPA to increase revenue via donations and report fulfillment and decrease costs associated with postage.

## References

Appendix A – Economic Feasibility

# Positioning

## Problem Statement

|  |  |
| --- | --- |
| The problem of | Not being able to create new members |
| affects | KYHBPA |
| the impact of which is | Lower membership |
| a successful solution would be | Use a form to allow new members to apply |

|  |  |
| --- | --- |
| The problem of | No disaster recovery |
| affects | KYHBPA |
| the impact of which is | Lack of business continuity |
| a successful solution would be | Use a cloud storage backup |

|  |  |
| --- | --- |
| The problem of | Not being able to receive user information |
| affects | KYHBPA |
| the impact of which is | Lost revenue due to clients that cannot visit physical office |
| a successful solution would be | Create a system to collect user information online for different reports |

|  |  |
| --- | --- |
| The problem of | Not being able to push content |
| affects | KYHBPA, users |
| the impact of which is | Lack of information for users, cost incurred on postage |
| a successful solution would be | Create a simple system to push news and other content |

|  |  |
| --- | --- |
| The problem of | Not being able to solicit donations |
| affects | KYHBPA |
| the impact of which is | Less revenue |
| a successful solution would be | Use a payment system to accept online donations |

## Product Position Statement

|  |  |
| --- | --- |
| For | KYHBPA |
| Who | need to update |
| The (product name) | website |
| That | can increase revenue and reduce costs |
| Unlike | other equine-related websites |
| Our product | That maintains ease of use for operators and users |

# Stakeholder and User Descriptions

The main stakeholder in this project is the KYHBPA. As the owners and operators, this website affects their business processes over the entire state of Kentucky. Currently, KYHBPA conducts most of its business in person or via physical means. The main problems that they face are lack of business continuity because of lack of recovery systems, unearned revenue via donations and report fulfillment, as well as additional postage costs. An updated website could provide solutions to these issues. In addition, as the KYHBPA employees are not the most technology adept, a simpler solution would be most beneficial.

The main users of the KYHBPA are its members. They are horse owners and trainers spread across the state, and use the website mainly from mobile devices. Thus, a mobile-friendly solution would benefit them greatly. In addition, they would also benefit from a simple website, as most of the members are not advanced technology users.

## Stakeholder Summary

|  |  |  |
| --- | --- | --- |
| **Name** | **Description** | **Responsibilities** |
| KYHBPA | Owners and operators of the KYHBPA official website | Maintain system  Update content  Process user information |

## User Summary

|  |  |  |  |
| --- | --- | --- | --- |
| **Name** | **Description** | **Responsibilities** | **Stakeholder** |
| KYHBPA Member | Main user base, horse owners/trainers that work in the field | Receives and processes content  Submits information | Self-representing |

## User Environment

The user is free to make use of the website for as long as or as often as they so choose. The user usually operates the website by themselves. Most cases of website access would be a single user choosing activities to perform on an individual basis. Most of the users operate in the field, making use of mobile platforms. Users would visit the website through a web browser; no other application is likely to be used.

## Summary of Key Stakeholder or User Needs

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
| **Need** | **Priority** | **Concerns** | **Current Solution** | **Proposed Solutions** | |
| Receive user information | High | Secure personal information | None | | User input form |
| Receive donations | Very High | Secure payment information | None | | Online payment service |
| Deliver news and content to users | High | Ease of publishing | Sporadic, slow updates | | Newsletter delivery, social media |
| Disaster recovery | Highest | Business continuity | None | | Cloud storage |
| New member creation | Medium | Membership base | Physical forms and application | | User input form |

## Alternatives and Competition

As the website currently in place is the only official website for the KYHBPA members, there are no competitors, and the only alternatives would be becoming a member of an HBPA of a different state, which would not be advantageous to most users. As such, the members of the KYHBPA are extremely likely to keep using the official website in the event of any upgrades.

# Product Overview

## Product Perspective

As a website owned and operated by the sole stakeholder, this project will remain independent and self-contained. The only interactions outside of the website itself would take the form of third-party integrated elements, such as online payment systems, if they are chosen to be implemented.

## Assumptions and Dependencies

As the project stands now, our position is to deliver a website design that solves the major problem of the KYHBPA, which are donations, reports, and postage cost. Our goal of providing this design should not depend on any technological requirements of the KYHBPA. Any changes that will come to this vision document will likely come from KYHBPA design input and requests upon seeing further iterations.

# Product Features

The features of this website design are focused around solving the main problems of the current KYHBPA website. The first feature aims to solve the problem of pushing content and news to users to cut postage costs. This feature involves designing a system to push updates, social media posts, membership information, events, links, and newsletter out to the customers via the website and potentially a mailing list. A potential solution to allow the KYHBPA to produce news and edit design would be a website editor, such as WordPress or Squarespace. Another feature would help take care of generating reports for users. By designing a form for the users to input data, the main difficulty that the KYHBPA runs into when generating a report for a user can be resolved. Another important feature is intended to fix the problem of donations. This feature involves incorporating an online payment system via a third-party service. This feature may also require some type of form-based entry in the case that more information is required. The final and perhaps most important feature would use a cloud storage solution such as Dropbox or Microsoft Cloud to backup KYHBPA’s website and data, allowing for recovery and business continuity.

# Other Product Requirements

One special requirement of this system is fault protection. The KYHBPA currently has no methods of recovery from any type of disastrous event. This would lead to such a measure as cloud backup as a means of security and recovery. Otherwise, apart from adjusting the website to work on mobile platforms, there should be no other special requirements to the design of the website. As the KYHBPA and its users use everyday devices, there should not be any specific technological or performance requirements outside of the norm.

# Appendix A

Economic Feasibility Analysis

