

# SimuStream Product Subscription Model

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Epic	
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## Objective

### Key

**Streamer:** The user who uploads creates the Stream from the SimuStream dashboard and then shares it on their social media pages.

**Stream Viewer:** The user who views the Stream shared by the Streamer. The Stream Viewer has the ability to browse products in the Stream, and purchase them as well.

**Stream:** A Stream is described as a video with an overlay that gives the Stream Viewer the ability to purchase products mentioned or advertised in the video without having to leave the video or even without pausing the video. A simpler description can be non-redirectional in-video shopping.

For the purposes of this release **1.0**, we are limiting the hosted video for Subscription model clients to one platform YouTube. For the product fulfillment end, we will focus primarily on one commerce (shopping cart) service provider: Shopify. In our first week, we will conduct and complete a capability test for Shopify to ensure it's API and SDK can fulfill the requirements defined in this document and the User Flow design. If we find any major issues, we will decide to either develop custom solutions or build our own Basic Shopping Cart system for the 1.0 release.

## Success metrics

Goal	Metric
Deliver a CVP (Commercially Viable Product) in 120 Days that is thoroughly tested, can handle scale, and provides exceptional user experience.	A completed CVP where Subscription customers can sign up for our 3 plans and use the product with ease
Deliver an Enterprise Level SDK/API integration kit for 1 identified Enterprise Partner client in the form of a (Commercially Viable Product) within 120 Days. The solutions should be thoroughly tested, it should be able to handle scale, and provide an exceptional user experience.	A completed CVP API or SDK integration kit for one Enterprise partner who can use the SDK/API to overlay our technology on top of their Video / Non-Video Platform
<i>Streamers should be able to create Streams easily in the SimuStream dashboard and share them to their social media pages.</i>	Number of Streams created increases
Stream Viewers should be able to easily view and purchase products from a Stream.	Stream engagement and transactions increase

## Assumptions

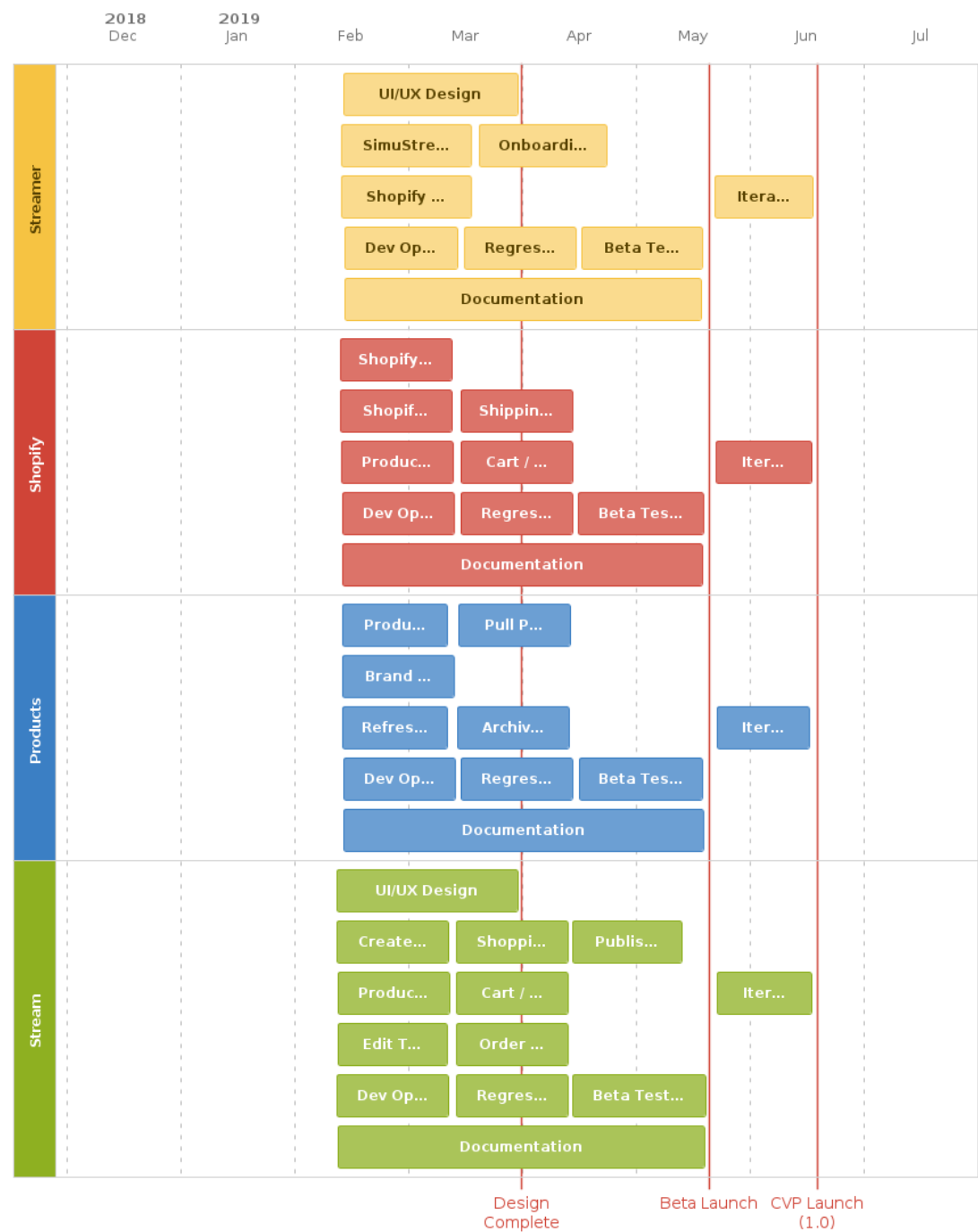
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The requirements in this document are described with the following Assumptions:

Hosted Video Platform: YouTube

Shopping Cart Service Provider: Shopify

Milestones



Requirements

#	Requirement	User Story	Importance	Jira Issue	Notes
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1	SimuStream Dashboard design must be polished and modern.	The Executives at companies like Disney, Walmart, and others should feel confident and familiar with the design of our platform.	HIGH		GSEM - New Dashboard Design Inspiration
2	Streamers should be able to sign up for a SimuStream license plan from <a href="#">SimuStream.com</a> .	As a Streamer I want the ability to sign up for a SimuStream Regular License plan that fits my needs.	HIGH		Sign up Flow Reference - Page 1 (Onboarding)
3	Streamers should be required to verify their email before they can publish a stream.	As SimuStream admins we want to make sure that users creating Streamer accounts have valid email addresses so we want new users to verify their email by clicking a link that sent to them immediately after signing up to validate their email address.	HIGH		Sign up Flow Reference - Page 1 (Onboarding)  Email Verification Reference - Page 7-8
4	Streamers should be taken through an onboarding walkthrough to help them understand how to create and share a stream from <a href="#">SimuStream.com</a> .	As a Streamer I want to quickly learn how to create new Streams and share them on my social media pages.	HIGH		Sign up Flow Reference - Page 1 (Onboarding)  Create A Stream Flow Reference - Page 18-23
5	Streamers should be able to use their YouTube videos when creating Streams on <a href="#">SimuStream.com</a> .	As a Streamer I need the ability to choose the YouTube videos imported from my YouTube account so that I can use that YouTube video to create my stream.	HIGH		Create A Stream Flow Reference - Page 1 & 2 (Create Stream)  Create A Stream Flow Reference - Page 18-23
6	Streamers should be able to import products from their commerce platform (Shopify, WooCommerce etc)* and add them to the Stream during the Stream creation process.  <b>*Limiting this to one platform in release 1.0.</b>	As a Streamer I should be able to choose which products to import from my Shopify store and add them to the Stream during the Stream creation process.	HIGH		Product Flow Reference - Page 1 & 2
7	Streamers need the ability to update product information. Since we are integrating with Shopify, which is where all products are imported from, we will not allow users to update these products in our system. They will need to edit/update them in Shopify and then request our system to refresh / pull updated product data for those specified products from Shopify. It may be beneficial to allow an all product refresh option as well.	As a Streamer I need the ability to pull updated product information from my Shopify account into SimuStream after I have made changes to a products details in my Shopify account.	HIGH		Update Product Flow Reference - Page 2
8	We will need to create a system for keeping track of cross account Brands. There may be various Streamer accounts who sell products for the same brand. So instead of creating account specific Brand Tags, we should allow for a global Brand system. (We may need to consider the option of allowing users to make their brand Private only to their account)	As a Streamer I need the ability to see which Brand my product belongs to when it's imported from Shopify.	HIGH		Brand Flow Reference - Page 2
9	Streamers should have the option to decide if they want the Brand logo to appear on top of the stream or not. If they choose not to display the brand logo then only the product will display, otherwise a brand logo will also be displayed on the top bar when the product is displayed on the left side bar area.	As a Streamer I need the ability to choose if I want to show brands on my Streams along with my products or if I want to display just the products without showing the Brands Logo in the top bar.	HIGH		Brand Flow Reference - Page 2
10	Streamers need the ability to Create a Stream, when creating Streams we will need them to provide a Stream Title, Description, Choose a Video and Associate Products.	As a Streamer I need the ability to Create Streams in the SimuStream account so I can share them on the web or social media.	HIGH		Create A Stream Flow Reference - Page 1 & 2 (Create Stream)
11	Streamers should be able to Create a Stream using the YouTube videos pulled in from their account YouTube account.	As a Streamer I need the ability to Create a Stream using a YouTube video.	HIGH		Create A Stream Flow Reference - Page 1 & 2 (Create Stream)

12	Streamers should be able to associate products that they have imported from Shopify to the Stream they are creating. When the Stream is published, these products should be displayed in the overlay shopping cart on top of the stream.	As a Streamer I need the ability to Associate the Shopify imported products in my SimuStream account to a Specific YouTube video during the Stream Creation process.	HIGH		Create A Stream Flow Reference - Page 1 & 2 (Create Stream)
13	Streamers should be able to choose and edit the Time in - Time out (Appear and Disappear) time of the products on the Stream. The Time in dictates at which point in the video a product must first be displayed, while Time out dictated the point at which the product must be hidden from view. (This should not affect products already added to cart).	As a Streamer I need the ability to choose the Time in and Time out of products I have associated to a Stream. Allowing me to choose when a product shows up during the video and when it should disappear from the video.	HIGH		Create A Stream Flow Reference - Page 1 & 2 (Create Stream)
14	When the Stream creation process is completed, Streamers should be able to publish the stream. This will make the Stream available for view on a specific link on SimuStream.	As a Streamer I need the ability to publish the Created Stream to a publicly visible link so I can sell my products.	HIGH		Create A Stream Flow Reference - Page 2
15	This Stream link should include metadata that makes it easily shareable on Social Media with the right image, header, and description items. We also need to add Social Share buttons on the Stream in the publish confirmation screen and Streams Page on the dashboard to allow for easy sharing.	As a Streamer I need the ability to easily share my stream on social media platforms and display rich link content.	HIGH		Create A Stream Flow Reference - Page 2
16	We need to generate an Embed link giving Streamers the ability to Embed the Stream on external website.	As a Streamer I need the ability to Embed my stream on external websites other than SimuStream.com with full Stream Shopping Cart functionality.	HIGH		Create A Stream Flow Reference - Page 2
17	Streamers should be able to edit the created streams by clicking on the specific stream they wish to edit. We will allow them to update the Stream Name, Description, Video etc.	As a Streamer I need the ability to edit the Name, Description and Video of an already created Stream from the Streams page in my dashboard.	HIGH		Create A Stream Flow Reference - Page 2
18	Streamers should also be able to edit which products are associated with a Stream by clicking on the Stream they wish to edit. In addition to choosing which products to associate, they should also be able to edit the Time in and Time out of products in a Stream.	As a Streamer I need the ability to change which products are associated with a stream. I also need the ability to change the Time in and Time out of products in a Stream.	HIGH		Create A Stream Flow Reference - Page 2
19	Streamers may need to update product information for products in a Stream if that products information was updated by the Streamer in their Shopify account. In this case we will need to give the Streamer a Product Information Refresh option in the edit streams page enabling our system to pull updated product information for the associated product from Shopify. We may need to consider bulk update product info option, which may auto update the product infor for products associated with Streams.	As a Streamer I need the ability to update the product information for the products in my Stream after I make changes to that products information in Shopify.	HIGH		Create A Stream Flow Reference - Page 2
20	Streamers need to be able to Archive Streams. We probably shouldn't allow deleting of Streams as their may be transactional data associated with a Stream, but Streamers may want to use the Archive option to put the Streams they are not using out of the main view.	As a Streamer I need the ability to archive Streams I am no longer using so I can keep my Streams page organized and manageable.	HIGH		Create A Stream Flow Reference - Page 2
21	When an order is placed in the Stream, that order information should be sent over the Streamers Shopify account so they can fulfill it through their Shopify account.	As a Streamer I need the ability to fulfill orders that I get from the Stream in my Shopify account.	HIGH		Order Flow Reference - Page 3
22	When an order is placed in the Stream, we need to update the product count (stock) information for that product in the Streamers Shopify store.	As a Streamer I need my the product count (Stock) to be updated in my Shopify store after successful orders are received from the Stream.	HIGH		Order Flow Reference - Page 3
23	When an order is placed in the Stream, we also need to update the product count (stock) information in our system. After updating the product count (Stock) information in the Streamers Shopify store we should check the product count (Stock) and only display that product in Streams if it is still in stock. If it is not in stock anymore, we need to notify the Streamer of this and stop displaying the product in Streams.	As a Streamer I need to ensure that only In Stock products are being displayed in my Streams.	HIGH		Order Flow Reference - Page 3

24	<p>When and order is placed, we need to figure out a way to extract our Transaction Fee (2-12% of the order total) and deposit that in our Stripe or merchant account, and send the remainder to the Streamers Shopify Account.</p> <p>Ideally we can handle it with Stripe Connect, but the issue is when using Shopify, the Streamer will have their own Stripe account and we can't utilize Stripe Connect. We also don't want to take on the liability of handling the entire transaction load for the Streamer especially if it can be handled in their own Shopify account through their own Payment Gateway.</p> <p>As an example let's assume the Transaction Fee is 8%</p> <p>So, one way to handle this on a \$100 order might be to take 8% of the Transaction total and charge it to our Stripe account, and send the rest in a transaction to the Streamers Shopify account to process.</p> <p>We need to watchout for double receipts, and return flows here. This needs some extra attention, time and effort to ensure a clean solution. See the Stream Order Flow for more detail by clicking the link in the Notes Section.</p>	<p>As SimuStream admins, we need to extract our transaction fee of the order, and send the Streamer rest of the money.</p> <p>As a Streamer I need to receive my share of the payment for the order and a clear understanding of the transaction fee extracted for each order in my Shopify account.</p> <p>As a Stream Viewer I need to receive one receipt and not be confused by double charges, or a complicated return flow.</p>	HIGH		Order Flow Reference - Page 3
25	<p>Stream Viewers should be able to view the stream on desktop, tablet, and mobile devices. The Stream and shopping functionality needs to be responsive and work seamlessly on iPhones and Androids as well as tablets and laptop/desktops.</p> <p>We will need to think specifically about how YouTube videos are played in browser on these devices to ensure our stream functionality is not being lost in the interface. A great platform to explore for insight might be Wistia. They offer in video functionality and we can see how they handle some of these problems.</p>	<p>As a Stream Viewer I need the ability to seamlessly and easily view the streams from Desktop, Laptop, Tablet and Mobile devices. I need to be able to shop for orders as well as view streams easily on each of these devices.</p>	HIGH		Order Flow Reference - Page 3
26	<p>Stream Viewers should be able to complete the order and checkout process from within the Stream all the way through order confirmation.</p>	<p>As a Stream Viewer I should be able to add products to my cart, and complete the purchase from within the stream without having to be redirected or pause the video. I should be able to complete my order and transaction all the way through an order confirmation screen.</p>	HIGH		Order Flow Reference - Page 3
27	<p>Stream Viewers should receive an order confirmation email, which also provides them a link to the commerce platform (Shopify, WooCommerce etc)* where they can track progress of their order or cancel it and request a refund.</p> <p><b>*Limiting this to one platform in release 1.0.</b></p> <p>We will need to think about how we will handle refunds in relation to the transaction fee split mentioned in item 24 above.</p>	<p>As A Stream Viewer I should receive an order confirmation email. I should also have the ability to track the progress of my order or request a refund.</p>	HIGH		Order Flow Reference - Page 3
28	<p>The Streamer dashboard should include analytics. This should include, Stream Views, Stream Views at Intervals (10s, 30s, 60s etc), Product Clicks, Product add to carts, Abandon carts, Checkout Completed, Transactions, Sales volume, fees.</p>	<p>As a Streamer I need to see basic analytics about my Streams on my dashboard. This should include, Stream Views, Stream Views at Intervals (10s, 30s, 60s etc), Product Clicks, Product add to carts, Abandon carts, Checkout Completed, Transactions, Sales volume, fees.</p>	MEDIUM		Order Flow Reference - Page 3
29	<p>The SimuStream admins should have a dashboard where they can view basic user information. Number of users, number of active users, Streamers, Stream Viewers, Total Views, Total Sales, Total Product clicks, Add to Carts etc.</p>	<p>As a SimuStream admin I need the ability to see how many users we have, how many of them were active in a timeframe (Daily, weekly, monthly), total Stream Views, Total Sales, Total Product clicks, Add to Carts etc.</p> <p>As a SimuStream admin I also want to be able to see account specific analytics that is visible in the Streamer Dashboard, and perhaps see the top Streamer stats in these categories.</p>	LOW		Order Flow Reference - Page 3
30	<p>The data mentioned in 28 and 29 needs to be tracked even if the functionality to view it is not built out.</p>	<p>As a SimuStream admin I want to ensure that we are tracking the data related to accounts and sales even if we haven't built an admin dashboard yet. This will allow us to look at historical data when we build out the dashboard.</p>	HIGH		Critical Path - System Design Reference
31	<p>The SimuStream product should be able to handle scale. We need to design the system utilizing a microservices architecture and ensure the product can handle the load of upto 1 Million Simultaneous Users.</p> <p>We will need to explore which parts of our system are read heavy vs write heavy and what storage solutions might be beneficial for specific elements of our system.</p>	<p>As a Streamer I want to ensure that my videos can be viewed and my products can be purchased by streamers even at peak times without lag, latency issues or app and server crashes.</p>	HIGH		Critical Path - System Design Reference

32	The SimuStream product must be secure, compliant, and should be built utilizing industry best practices.	As a Stream Viewer, Streamer, and as SimuStream admins we want to ensure that the SimuStream product is secure (SSL, sensitive Data hashing, PCI Compliance etc), compliant with local and relevant global regulations such as GDPR, and is built utilizing the industry recommended best practices when it comes to security, deployment processes, and operations oversight.	HIGH		Critical Path - System Design Reference
33	The SimuStream product must be thoroughly tested for feature functionality, usability, and scale. Load and Regression testing will be required, and a TDD and BDD approach will need to be adopted.	As SimuStream admins we want to ensure that the launch ready beta product is completed in 3 months from the start date, to allow for significant testing time in relation to usability testing, functionality testing, and real world load and regression testing in addition to the tests we completed during development. After making the necessary adjustments based on the test results the final product should be launched 4 months from the start date of the project.	HIGH		Critical Path - System Design Reference
34	We need to develop an SDK / API integration flow, that will allow developers to overlay our SimuStream non-redirectional shopping cart product on top of their own video platform.  The detailed requirements of this model will be defined in a separate requirements document.	As a custom video platform developer, I need the ability to overlay the SimuStream non-redirectional shopping cart product on top of my own video platform.	HIGH		Critical Path - System Design Reference

## User Flow and Product Flow

Review the User and Product Flow [here](#).

[View User and Product Flow](#)

## User interaction and design

SimuStream Dashboard design must be polished and modern. We will need to engage with a design house to collaborate with our development team and ensure the UI/UX meet the professional and modern appearance criteria described in our requirements.

[Old Dashboard Reference](#)

[GSEM - New Dashboard Design Inspiration](#)

## Open Questions

Question	Answer	Date Answered
Does shopify have the capability to serve our user flow and requirements or do we need to go with our own e-commerce shopping cart?		
How will we extract our transaction fees from order? Is the order flow we design the right choice? Should we go with the approach AirBnB, Uber and Amazon use?		

## Out of Scope