Social Media Application

Vision

Version <1.0>

Revision History

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Vision

# Introduction

The purpose of this document is to collect, analyze, and define high-level needs and features of the Social Media Application project. It focuses on the capabilities needed by the stakeholders and the target users, and **why** these needs exist. The details of how the Social Media Application fulfills these needs are detailed in the use-case and supplementary specifications.

## Purpose

[Specify the purpose of this **Vision** document**.**]

## Scope

[A brief description of the scope of this **Vision** document; what Project(s) it is associated with and anything else that is affected or influenced by this document.]

## Definitions, Acronyms, and Abbreviations

[This subsection provides the definitions of all terms, acronyms, and abbreviations required to properly interpret the **Vision** document. This information may be provided by reference to the project’s Glossary.]

## References

[This subsection provides a complete list of all documents referenced elsewhere in the **Vision** document. Identify each document by title, report number if applicable, date, and publishing organization. Specify the sources from which the references can be obtained. This information may be provided by reference to an appendix or to another document.]

## Overview

[This subsection describes what the rest of the **Vision** document contains and explains how the document is organized.]

# Positioning

## Problem Statement

[Provide a statement summarizing the problem being solved by this project. The following format may be used:]

|  |  |
| --- | --- |
| The problem of | [describe the problem] |
| affects | [the stakeholders affected by the problem] |
| the impact of which is | [what is the impact of the problem?] |
| a successful solution would be | [list some key benefits of a successful solution] |

## Product Position Statement

[Provide an overall statement summarizing, at the highest level, the unique position the product intends to fill in the marketplace. The following format may be used:]

|  |  |
| --- | --- |
| For | [target customer] |
| Who | [statement of the need or opportunity] |
| The (product name) | is a [product category] |
| That | [statement of key benefit; that is, the compelling reason to buy] |
| Unlike | [primary competitive alternative] |
| Our product | [statement of primary differentiation] |

[A product position statement communicates the intent of the application and the importance of the project to all concerned personnel.]

# Stakeholder and User Descriptions

[To effectively provide products and services that meet your stakeholders’ and users' real needs, it is necessary to identify and involve all of the stakeholders as part of the Requirements Modeling process. You must also identify the users of the system and ensure that the stakeholder community adequately represents them. This section provides a profile of the stakeholders and users involved in the project, and the key problems that they perceive to be addressed by the proposed solution. It does not describe their specific requests or requirements as these are captured in a separate stakeholder requests artifact. Instead, it provides the background and justification for why the requirements are needed.]

## Stakeholder Summary

[There are a number of stakeholders with an interest in the development and not all of them are end users. Present a summary list of these non-user stakeholders. (The users are summarized in section 3.2.)]

|  |  |  |
| --- | --- | --- |
| **Name** | **Description** | **Responsibilities** |
| [Name the stakeholder type.] | [Briefly describe the stakeholder.] | [Summarize the stakeholder’s key responsibilities with regard to the system being developed; that is, their interest as a stakeholder. For example, this stakeholder:  ensures that the system will be maintainable  ensures that there will be a market demand for the product’s features  monitors the project’s progress  approves funding  and so forth] |

## User Summary

[Present a summary list of all identified users.]

|  |  |  |  |
| --- | --- | --- | --- |
| **Name** | **Description** | **Responsibilities** | **Stakeholder** |
| [Name the user type.] | [Briefly describe what they represent with respect to the system.] | [List the user’s key responsibilities with regard to the system being developed; for example:  captures details  produces reports  coordinates work  and so on] | [If the user is not directly represented, identify which stakeholder is responsible for representing the user’s interest.] |

## User Environment

[Detail the working environment of the target user. Here are some suggestions:

Number of people involved in completing the task? Is this changing?

How long is a task cycle? Amount of time spent in each activity? Is this changing?

Any unique environmental constraints: mobile, outdoors, in-flight, and so on?

Which systems platforms are in use today? Future platforms?

What other applications are in use? Does your application need to integrate with them?

]

# Product Requirements

[At a high level, list applicable standards, hardware or platform requirements, performance requirements, and environmental requirements.]