**PRODUCT REQUIREMENT DOCUMENT**

**Purpose of Document:** To communicate the concept of the product under development and arrange all the details that are useful for the development process.

**PROJECT: Stanford Institute 002**

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| **Project Manager** | PM Team |
| **Client** | Stanford Institute |
| **Accountable Officer** | BA Team |
| **Project ID** | SI-002 |
| **Location** | Basecamp |
| **Version** | V 1.0 |

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| --- | --- | --- | --- |
| ***Version No*** | ***Issue Date*** | ***Revised By*** | ***Description*** |
| V 1.0 | 16 May 2022 | SI-002 Team Members | Product Requirement Document |
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**Product Overview**

**Product Messaging**

With the rising popularity of online training as an after effect of Covid-19, Stanford Institute is migrating all operations online to cater to the needs of its tutors, current and prospective students. To this end, it is introducing an online learning platform where students and staff can communicate, collaborate, learn and teach effectively and seamlessly. The Stanford Online learning platform is fully robust and leverages on state of the art technologies and key features to make the learning experience seamless, engaging and user-friendly.

**Product Goals**

The goal of this product is to help Stanford achieve its strategic objectives which are; to go fully online, improve and streamline its internal processes, attract new users (individuals and corporate organizations) and drive users’ (tutors, students and admin) engagement. These goals also include drawing traffic to the business, increasing visibility and generating more revenue.

**Product Objectives**

The objectives are to:

* Migrate all aspect of Stanford Institute’s business online.
* Create and provide current and prospective students an access to the different courses and subjects being offered by the institute.
* Create and provide tutors access to upload teaching materials and resources.
* Create and provide access to enable its Admin create and update content and implement security protocols.
* Provide useful links and resources for an enhanced user experience

As part of the Minimum Viable Product (MVP) the scope of this Product Requirement Document will cover the following key features:

* Contact Us
* Testimonials
* Link to social media platforms
* Terms and policies

**Product Success Metrics**

1. Contact Us - To be able to successfully create a website that avails users (new & returning students, visitors and businesses) the opportunity to contact the institute for any enquiries they may have. Also, it should allow the admin to manage and handle any contacts directed to the institute.

2. Testimonials - To create a functional interface that allows past students leave a review based on their experience. The website should also allow visitors view and filter reviews when they visit the platform. Lastly, admin should be able to monitor, manage, respond to, and delete testimonals added on the website.

3. Link to Social Media Platforms - The creation of this website should allow users the ability to connect and engage with the institute on various social media platforms, thus driving traffic to the company and increasing its visibility.

4. Terms and Policies - To ensure transparency of the companies’ legal obligations for all its users. Admin should also be able to regulaly update its terms and policies to comply with the rules and regulation of the country of governance.

**Target Audience**

**Demography:**

* Students looking to gain knowledge on various subjects and advanced programs geared at meeting individual needs.
* Businesses hoping to sponsor their employees for training programs to improve their skill set and overall organisational need.
* Staff of Stanford Institute assigned to manage, as well as train students hassle free.

**Geography**:

Worldwide - as this institute is going fully virtual.

**MVP Product Features**

MVP requirements outlined in the project mandate

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| --- | --- | --- |
|  | **High Level Requirement** | **Low Level Requirement** |
| **1** | **Testimonial** | Upload, View, Manage |
| **2** | **Contact Us** | Contact Form, Contact details, FAQs |
| **3** | **Terms and Policies** | Privacy Policy, Cookie Policy, Copyright, Decline & Accept, Others |
| **4** | **Links to social media platforms** | Icons linking to LinkedIn, Twitter, Instagram, Facebook |

**Product Backlog**

These are High Level Requirements (HLR) and Low Level Requirements (LLR) that we can add as features after the MVP has been released

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| --- | --- | --- |
| **S/N** | **High Level Requirements** | **Low Level Requirements** |
| **1** | **Contact Us** | Live chat, Google Navigation |
| **2** | **Link to social media platforms** | Youtube (Video Testimonial) |
| **3** | **Link to social media platforms** | Social media aggregator |
| **4** | **Contact Us** | Newsletter Subscription |
| **5** |  |  |
| **6** |  |  |