

PVP – Product Vision & Prototype

1. Product Vision

For internal communication managers who need an intuitive platform to create all the content necessary, OurLive is a software that has all the needed features in one. Unlike mailchimp our product provides a simple intuitive way for users to create and reuse their own templates.

The ultimate choice for internal communication managers to guarantee an all in one platform that will allow them to create and manage content that will reach and motivate all members of the company, contributing for a better business culture and worker integration.

2. Product Vision Board

VISION			
Help design better multimedia content, to improve the business culture inside a company			
TARGET GROUP	NEEDS	PRODUCT	BUSINESS GOALS
Users: Multimedia teams	Easily create new content from templates	Web Browser app with a connection to a backend where data is saved and managed	Improve the employee's alignment with the company mission
Customers: Enterprises that have a mid-size to a large number of employees	Single platform both for newsletters and web tv contents Reuse previous templates or contents	The backend itself and also a database component	Allow the multimedia teams to focus more on their creativity

3. Minimum Viable Product

The MVP (Minimum Viable Product) for this project will focus on the core functionalities of the OurLive internal communication platform which include the development of features such as automated mailing and newsletters, and a multimedia editor for them, in order to improve the time and resource efficiency of the company. This will solve the problem of poor internal communication and lack of alignment inside the company while enabling easy dissemination of the information to their employee's enhancing engagement and productivity.

The MVP will allow us to quickly develop and launch a functional prototype, which we can then test and refine based on user feedback. By iterating based on this user feedback, we can ensure that it meets the evolving needs of our users while providing value over time.

4. Prototype

Our prototype is based on a video demo of the product using the mockups our team has designed. We used Figma to help us design our mockups and also to help us create the flow of actions between them. Finally, we record a video available here bit.ly/ourlive-prototype that shows the product's core functionalities and demonstrates its concepts.

5. Requirements

The project requirements will be specified in terms of the main use cases of our product and also with the help of the actor's identification (*Annex 1*) and the list of user stories created (*Annex 2*). The product development is based on five main use cases that are specified below.

Main use cases:

- **User and access platform management:** create a new user, give or remove platform access to a user, edit a user profile, and remove a user.
- **Automatic messages:** create a new automatic message, enable or disable an automatic message, specify the automatic message contents, and schedule an automatic message
- **Newsletter management:** create, edit, and remove a newsletter, specify the newsletter destinations, schedule the newsletter, define the newsletter mailing settings (sender name, sender email address and email subject), and view all newsletters in the platform
- **Web content management:** create, edit, and remove a web content, enable or disable a content, and view/search all web contents in the platform
- **Interfaces:** display all active web contents in some web interface

6. Architecture and Technologies

Our system architecture has a simple model with only two main components: the frontend and the backend. The reason we choose this type of architecture relies on the fact that we expect our system to have a small number of users. This is because normally, the internal communication teams of a company (the ones to use our system) have a limited and small number of members.

The User Device is composed of a Frontend using the *Angular* framework, which communicates via REST API with the Backend server. The interaction with the *Node.js* backend server and the *MySQL* database is facilitated by *Sequelize*.

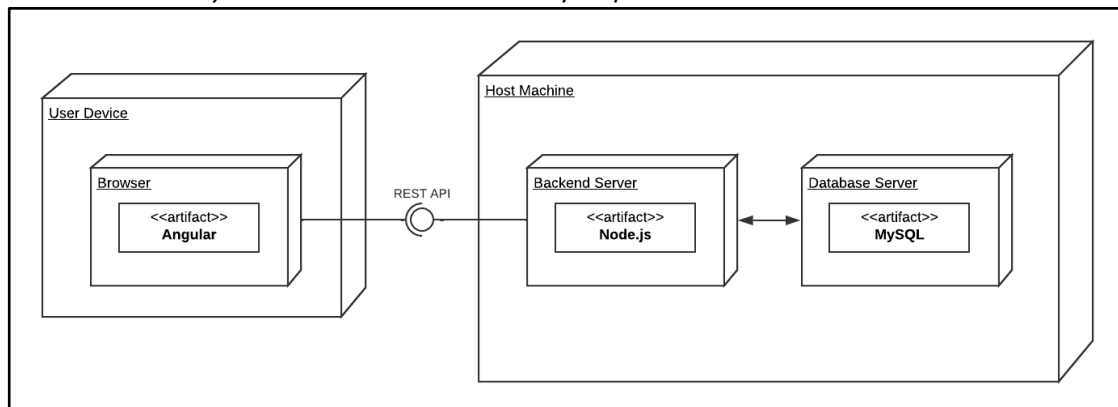


Figure 1 - Architecture Diagram

7. Annexes

Annex 1 - Actors

Identifier	Description
User	A generic user that has access to all platform main functionalities such as templates, emails, and Web TV Contents.
Administrator	Responsible for the management of users.

Table 1 - OurLive actor's description

Annex 2 - User Stories

2.1 User and access platform management

Identifier	Name	Effort	Priority	Description
US101	Add access to a new user	8	High	As an Administrator, I want to add access to a new user so that I can give them access to the platform.
US102	Send a registration e-mail	5	High	As an Administrator, I want to send a registration e-mail to new users so that I can give them a way to define their password.
US103	Login as Admin	5	High	As an Administrator, I want to login into the platform, so that I can access it and manage its users.

Table 2 - OurLive UC1 user stories

2.2 Automatic messages & Newsletter management

Identifier	Name	Effort	Priority	Description
US201	Schedule a one-time-only email	8	High	As a user, I want to be able to schedule the delivery of an email at a specific date (one-time-only), so that I can send messages at the most effective and convenient times.
US202	Schedule a recurring email	8	High	As a user, I want to be able to choose a periodicity for sending recurring emails, so that I can easily schedule regular communications with the workers without having to manually send each email.
US203	Set basic email details	5	High	As a user, I want to be able to set specific email settings, such as sender name and email address, and email subject.
US204	Choose email recipients	5	High	As a user, I want to be able to choose whether to send an email to every email address on the list or to specify one or more individual addresses for targeted communications, so that I can optimize my email messaging for multiple scenarios.

US205	Create a new email from scratch	3	High	As a user, I want to be able to create a new email from scratch so that I can write a new email.
US206	Save an email	3	High	As a user, I want to save an email so that I don't have to fear losing my work.
US207	Upload an image to the platform database	8	High	As a user, I want to be able to add an image to the platform database so that I can later add it to an email.
US208	Add a new single section in an email	3	High	As a user, I want to be able to add a new single section to an email so that I can later add some content to it.
US209	Delete a section in an email	3	High	As a user, I want to be able to delete an email section so that I can manage the email sections.
US210	Rearrange the email sections order	5	High	As a user, I want to be able to rearrange the email sections' order so that I can better manage them.
US211	Define a section basic display details	8	High	As a user, I want to be able to define a section's width, height, and alignment so that I can choose its position in the email.
US212	Add an image to an email single section	5	High	As a user, I want to be able to incorporate images, so that I can create more engaging email messages to capture the attention of the workers.
US213	Add a link to an email single section	5	High	As a user, I want to be able to add a link to an email section so that I can redirect the reader to a given page.
US214	Add a text header to an email single section	5	High	As a user, I want to be able to add a text header to an email section so that I can create a header.
US215	Add and format some text to an email single section	5	High	As a user, I want to add text to an email section so that I can further customize my newsletter.
US216	Edit an <i>In Edition</i> email	3	High	As a user, I want to be able to edit an email that is in the <i>In Edition</i> state so that I can continue to manage its contents.
US217	Preview Emails	5	High	As a user, I want to be able to preview the content of my emails before and after they are queued, so that I can avoid mistakes, errors, or inappropriate messages ensuring the email is delivered as intended.
US218	Outlook support	5	High	As a user, I want to visualize in Outlook (both on desktop and mobile) without issues so that I see exactly what the newsletter maker intended in Outlook.
US219	Create a group section in an email	8	Medium	As a user, I want to create a group section in an email so that I group some single sections and best manage them.

US220	Make a section a template one	8	Medium	As a user, I want to make a section a template so that I later reuse it.
US221	Create a section from a template	8	Medium	As a user, I want to create a section from a template so that I can reuse my previous work.
US222	Move a single section into a group one	5	Medium	As a user, I want to move a single section into a group one so that I can group single sections.
US223	Revert <i>Scheduled</i> email state	3	Medium	As a user, I want to revert an email status from <i>Scheduled</i> to <i>In Edition</i> to edit or modify its content or settings, so that I can make necessary changes, corrections, or updates, avoiding the need to cancel the email.
US224	View all emails and their main details	5	Medium	As a user, I want to view a list of all emails and their details such as name, author, state, and creation date so that I can keep track of the emails.
US225	Create an email template	8	Medium	As a user, I want to be able to create an email template so that I can later create an email using it.
US226	Duplicate an existing email	3	Medium	As a user, I want to be able to duplicate an existing email so that I can easily reuse my previous work.
US227	Rearrange an image	5	Medium	As a user, I want to add, move, rotate, and resize pictures/images so that I can make an appealing newsletter.
US228	Duplicate a section in an email	5	Medium	As a user, I want to be able to duplicate an email section so that I can easily reuse my previous work.
US229	Create a new email from a template	5	Medium	As a user, I want to create an email from a set of email templates so that I have a starting point.
US230	Attachments	8	Medium	As a user, I want to be able to attach one or more files to my email, with many file formats such as .docx, .pdf, .png, .zip, etc.
US231	Choose text font	5	Medium	As a user, I want to choose a text font so that I can further customize text.
US232	Create a new background section in an email	8	Low	As a user, I want to be able to create a background image section so that I can easily place some content above an image.
US233	Move a single section inside a background section	8	Low	As a user, I want to be able to move a single section inside a background one so that I can easily place some content above an image.

US234	Add a background image to a background section	5	Low	As a user, I want to be able to add a background image to a background section so that I can place an image there.
US235	Send a test email	8	Low	As a user, I want to send a test email so that I can make sure everything is as it should be.

Table 3 - OurLive UC2 & UC3 user stories

2.3 Web content management & Interfaces

Identifier	Name	Effort	Priority	Description
US301	Create a new Web TV content from scratch	5	High	As a user, I want to be able to create a new web tv content from scratch so that I can create new content.
US302	Preview a Web TV Content	8	High	As a user, I want to be able to preview a web tv content so that I can preview the content I am creating
US303	Edit a Web TV Content in the state <i>Inactive</i>	5	High	As a user, I want to be able to edit web tv content so that I can edit some of its content.
US304	Choose the Web TV content type	3	High	As a user, I want a clear distinction between formal and informal content and blocks so that they can easily be selected for different purposes.
US305	Create a slideshow section	13	High	As a user, I want to be able to create a slideshow section so that I can display some images in a slideshow manner.
US306	Create a scrolling text section	13	High	As a user, I want to be able to create a scrolling text section so that I can display some text dynamically and more appealingly.
US307	Create a video section	8	High	As a user, I want to be able to add a section that allows me to display a video file, such as a .mp4
US308	Upload a video to the platform	8	High	As a user, I want to be able to upload a video into the platform database so that I can later add it to a web tv content.
US309	Move a single section inside a slideshow one	5	High	As a user, I want to be able to move a single section into a slideshow so that I can show them in a slideshow manner.
US310	Save the content	8	High	As a user, I want to save so that I don't accidentally lose my work.

US311	Set a duration for a section	5	High	As a user, I want to be able to set a duration for a section so that I can create more dynamic contents.
US312	Create a Web TV content template	13	Medium	As a user, I want to be able to create a web tv template so that I can create a template to later use.
US313	Create a new Web TV content from a template	8	Medium	As a user, I want to be able to create a new web tv content from a template so that I can easily reuse my work.
US314	Choose the Web TV content basic details	5	Medium	As a user, I want to be able to choose the web tv content's basic details such as orientation, aspect ratio, and total duration so that I can best fit the content to their final destination screen.
US315	View all Web TV Contents and its details	8	Medium	As a user, I want to be able to view all web tv contents so that I can keep track of them.
US316	Deactivate a content	13	Medium	As a user, I want to be able to deactivate content so that I can remove them from the TV.
US317	Active a content	13	Medium	As a user, I want to be able to activate a content so that I can make them visible on a TV.
US318	Choose multiple contents order	5	Medium	As a user, I want to be able to choose multiple content orders so that I can have more than one content being displayed.
US319	Enable the display of a section	3	Low	As a user, I want to be able to disable the display of a section so that I can make it invisible.
US320	Disable the display of a section	3	Low	As a user, I want to be able to enable the display of a section so that I can make it visible.
US321	Filter Search	13	Low	As a user, I want to filter search for formal, informal, active, and inactive contents so that I can easily find the most appropriate content.

Table 4 - OurLive UC4 & UC5 user stories