1.9 Business Requirements Document Task

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Executive Summary:

Mission Statement:

The Emaj Enary Company's mission is to provide great (better than good) solutions for people in their everyday life through the use of technology.

Target Audience:

To that end we have identified a target audience of **age 18-40** who **do not have family members or friends to call for expert advice**. Younger people are less likely to ask for help, and older people are less likely to jump on a mobile device for advice. Our target audience for this project have been identified to be those without 'that' friend, or living away from family, or simply unable to connect with a helpful solutions or advice for small to big problems.

Competition:

There are already some competitors who offer solutions to this target audience: **6ya, JustAnswer**. Already discovered, there are holes in their capability: either one is **instant**, yet **no Expert source information** or choice, or the other is **chat based** without mobile function **focused on advice**.

Additionally there are outlier competitors, like **Chegg**, who have a strong corner on Homework and Study help. **Quora** and **Fixya** who focus on Desktop based non time constrained answers, but have high amount of social engagement and community sense. And finally **Superfy**, which is mostly rainbows, unicorns, and answers to problems with no authority behind them.

Risk/Opportunity:

The primary Opportunity here is to build an Application **for receiving Expert advice or solutions instantly yet delivers where others have fallen short**. Opportunity will grow if we bring together
- **Progressive Web Application** for full function between all devices;
- **Chat, Phone, and Video** interaction with Experts;
- **Experts with profiled information and ratings** to give credibility to the solutions given;
- pushing users easily to **becoming an "Expert"** as well as a user; and
- **Free trial** experience, and lower cost options.

The primary risk is that we will be unable to steal enough market share from 6ya or JustAnswers. Issues facing us will be growing a **large enough network of Experts** to provide a great user experience, or grow enough **transaction volume** to generate enough payouts to Experts at a lower cost than competitors.

Conclusion:

By targeting an audience in need of instant solutions or advice who cannot get it elsewhere, creating a cross platform consistent and functional experience, where users can choose to Chat, Phone, or Video an Expert of their choosing, and providing an easy and better experience for becoming and being an Expert, we can gain a competitive advantage over current applications available. Initial marketing will be key to increasing volume to create a critical strong revenue stream.

Business Objectives (SMART):

1. **Produce a Web Application** (mobile first design) for connecting users to Experts incorporating competitive advantages outlined in the Executive Summary.
   a. Measured by a functioning, reliable, and intuitive Application through User Tests.
   b. Deliverable in 2 months
2. **Develop Revenue/Financial Plan** for Business and Guidelines for Experts
   a. Measured by Percentage or Fee based Revenue for Emaj-Enary Co, and a Help and Terms of Service Section for Experts.
   b. Deliverable in 2 months before final user testing.
3. **Prepare Terms of Service** and Legal protection for Advice and Liability
   a. Measured by a Terms of Service requirement, et al.
   b. Deliverable for Launch 2 months
4. **Develop a Marketing Strategy** for Launch of the Product
   a. Measured by a Domain Registration, SEO Optimization, and Marketing Plan Document that will include 3000 signups in the first 15 days.
   b. Deliverable for launch in 2 months.
5. **Populate Experts** for Launch
   a. Measured by 10 experts in each area of Auto, Smartphones, Computers, Relationships, Home Repair (General, Electrical, Plumbing, HVAC), Appliances, Business, RVs, Health (Nutrition, Exercise), Career, and Sports.
   b. Deliverable at time of Launch.

Scope:

The scope of the project will include:
- The Web Application
  - Design, developing, testing
- Marketing
  - Domain, SEO, strategy for growth
- Legal
  - Terms of Service, Protection from liability
- Curating Experts
  - 100 Experts in areas with profiles and rankings to service the application until organic Experts fill it out.

Functional Requirements:

- Onboarding for Users and Experts
- Login and Signup to save information, favorites, and history
- Home Screen for searching or browsing for Areas of Expertise
- Menu for navigating the app
- Compatibility and Responsiveness for various devices
- Chat/Video/Phone Screen
- Legal disclaimer
- Admin area
  - Payment Method setup
  - Account information
- Expert Schedule, Rates, and Preferences Setup
- User follow-up to Rate and Review Experts

Delivery Schedule:

Week 1:
User stories and flow charts

Week 2:
Wireframes and Prototyping
Initial User Tests

Week 3:
High Fidelity Prototyping
Interface tests
Framework Finalized

Week 4:
User Testing on High Fidelity Prototype
Complete Evaluation
Development and coding begin

Week 5:
Legal Disclaimer Finalized
Finalized Interface
Building Marketing Deliverables Begin

Week 6:
Curating of Experts and training Begins
User Testing on Actual Product

Week 7:
Begin Website Development and Testing
Finalized Coding
Marketing Videos and Promo Complete

Week 8:
Finalized Version of App
Final Testing
Uploaded to Servers
Marketing Complete

Week 9:
Launch