



# Vision and Scope Document

Issued: 16/03/2019

Version: 1.0

---

Andersen Site

# Revision History



Date	Version	Description	Author
16.03.2021	1.0	The version of the document is reviewed and approved by the product owner	Anna Yakush

---



<b>1 Business Requirements</b>	<b>4</b>
1.1 Background	4
1.2 Business Opportunity	5
1.3 Business Objectives and Success Criteria	6
1.4 Customer or Market Needs	7
1.5 Business Risks	8
<b>2 Vision of the Solution</b>	<b>9</b>
2.1 Vision Statement	9
2.2 Major Features	10
2.3 Assumptions and Dependencies	13
<b>3 Scope and Limitations</b>	<b>14</b>
3.1 Scope of Initial Release and Subsequent Releases	14
3.2 Limitations and Exclusions	19
<b>4 Business Context</b>	<b>20</b>
4.1 Stakeholder Profiles	20
4.2 Project Priorities	21
4.3 Operating Environment	22
<b>5 Glossary</b>	<b>23</b>



## 1.1 Background

Andersen is an international software development company with deep expertise in modern application development across a wide range of complex industries. Within this corporate framework, it runs Andersenlab as a single-page application (SPA). It is intended to provide website visitors with an informative overview of the company as well as its ongoing projects, areas of expertise, news digests, etc. The web presence is also to engage and encourage potential customers to order Andersen's services. Another priority is to create a positive public image of the company.

The website system makes it possible for a potential client to form a good and informed impression of the company, with a well-designed business introduction.

After the initial system had been released and customer feedback and queries had been analyzed, the Andersen team decided to redesign the web presence. The main reason for that is the fact that some potential customers fail to find the information they need and have to contact the helpdesk while using the website. As a result, some of them may eventually prefer to contact and cooperate with Andersen's competitors that provide full information about their services and experience via their websites in a more accessible fashion.

With many potential clients doing their research on the internet and comparing Andersen with its competitors, the conversion rates pertinent to the existing referrals are to be increased. Envisioned improvements on the website are aimed at refining the content in visual, structural, and text terms. They are also to expand its functionality and user capabilities to increase the visitor-to-lead conversion rates so that Andersen can win more potential clients eventually.

To win more potential customers, it is necessary to make the system more intuitive and easy to use. Hence, the web presence has to be redesigned so that potential clients would want to start collaborating with Andersen.



Another important consideration is as follows: Andersen's Sales Department spends too much time supporting communication with potential clients. Because of that, the Sales Center specialists' resources are spent less productively. Andersenlab should help save that time by providing answers to common questions and inquiries. It is necessary to add functionality that potential clients are most frequently interested in.

Based on that we can highlight the next business/ customer problems:

**BP-1** - Potential clients spend a lot of time looking for necessary information about the company. Thereby they can choose the company competitors with the more detailed and specific information on their websites.

**BP-2** - High-quality potential clients start to cooperate with other companies due to that companies distinctly outline their expertise.

**BP-3** - Sales department spends a lot of time answering potential clients supporting questions. These resources can be spent more productively.

## 1.2 Business Opportunity

The realization of the new version of the system will resolve the business/ potential clients' problems of Andersen company for the following reasons:

**BOP-1** - Reduce the time spent by the company's potential clients by presenting information covering the most popular questions asked by the potential clients via the website (see 2.2 ).

**BOP-2** - Represent, via the site, the company's expertise in profile domains, its services, and its specialists for every actual domain (see 2.2 ).



**BOP-3** - Increase the company's sales department productivity by freeing them from answering basic questions and focusing their work on hot leads (see BPMN and Sequence diagram).

## 1.3 Business Objectives and Success Criteria

Business Objectives	Success Criteria
<b>BO-1</b> - Increase the number of leads generated by the website by 300% within 1 year after the deployment of the new version of the system.	<b>SC-1</b> - Increase the number of leads generated by the website by 120% within 6 months after the deployment of the new version of the system.
<b>BO-2</b> - Increase the number of A* leads generated by the website by 200% within 1 year after the deployment of the new version of the system.	<b>SC-2</b> - Increase the number of A* leads generated by the website by 80% within 6 months after the deployment of the new version of the system.
<b>BO-3</b> - Increase the number of B* leads generated by the website by 350% within 1 year after the deployment of the new version of the system.	<b>SC-3</b> - Increase the number of B* leads generated by the website by 170% within 6 months after the deployment of the new version of the system.
<b>BO-4</b> - Increase the time which clients spend on site by 25% within 3 months after the deployment of the new version of the system.	<b>SC-4</b> - Increase the time which clients spend on the site by 15% within 1 month since the deployment of the new version of the system.
<b>BO-5</b> - Reduce the cost of the high-quality leads by 2,5 times within 1 year after the deployment of the new version of the system.	<b>SC-5</b> - Reduce the cost of the high-quality leads by 1,6 times within 6 months after the deployment of the new version of the system.
<b>BO-6</b> - By increasing the quality of information incoming from leads, reduce the time spent by a sales specialist on processing it by 25% within 1 year after the deployment of the new version of the system.	<b>SC-6</b> - By increasing the quality of information incoming from leads, reduce the time spent by a sales specialist on processing it by 10% within 6 months after the deployment of the new version of the system.



## 1.4 Customer or Market Needs

Each prospective customer interested in the services provided by Andersen should be able to easily find and access all the necessary information via the company's official website. Therefore, this web presence should cover all the answers to the most important and frequently asked questions from these target audiences. That is to say, every client is to be able to obtain the information needed to make an eventual decision to cooperate with Andersen. To enable them to do so independently, promptly, and expediently, the company management decided to add the following missing blocks to the official website.

The new solution will provide its visitors with the following information:

1. capability to examine, in greater detail, each of the services Andersen provides
2. capability to learn more about the company's main projects
3. capability to view feedback provided by the company's current clients
4. capability to read and download CVs of those specialists whose resources could be allocated to develop particular solutions
5. capability to explore and download some project and development artifacts
6. capability to use a cost calculator to estimate approximate service costs
7. capability to estimate the quality of the company's work and cases
8. capability to estimate Andersen's professional level by reading articles written its employees about IT
9. capability to identify what countries Andersen is currently developing software for
10. capability to send a request for consultation



## 1.5 Business Risks

**BR-1** - If the company publishes too much information about its projects, its competitors can use it for themselves as a solution for resembling cases.

To eliminate this risk, it is necessary to moderate published information.

**BR-2** - If a potential client doesn't find the CV of a specialist they need, it may seem that the company cannot provide that specialist at all.

To eliminate this risk, it is necessary to make sure that the company always has and represents, via the site, specialists' CVs for the services and domains mentioned by the site.

**BR-3** - The competitors can use information about the company employees to hire them. It can cause higher staff turnover rates and decrease the level of performance.

To eliminate this risk, it is necessary to work on the corporate culture and motivate promising employees to stay with a company as long as possible.

**BR-4** - If the service that a potential client is looking for isn't present in the cases displayed on the site, it may seem that this service isn't provided by the company at all.

To eliminate this risk, it is necessary to moderate published information and add a description of the company's experience with different services.

**BR-5** - The Sales department specialists can look at the new version of the system as a danger to their position.

To eliminate this risk, it is necessary to explain to the employees that the new system will help them work in a more convenient and effective fashion.





## 2.1 Vision Statement

For the Product Owner/ Marketing specialist, **who wants** to increase the number of leads and reduce the current cost per lead, **the new version of the site is meant for** a faster and more convenient way to win leads by providing the following information about Andersen: company orientation, experience, services, professionals, prices.

For the Company's management, **who want to** increase the company's revenue, **the new version of the site is meant as** a promising way to win new clients and enhance the company's image.

For the Potential clients, **who want to** obtain full information about their potential contractor as quickly and easily as possible, **the new version of the site is meant for** a prospective way to save time and resources and to get convenient access to the necessary information about the company.



## 2.2 Major Features

ID	Feature	Description
MF-1	CV	<ol style="list-style-type: none"><li>1. The ability to see the CV list</li><li>2. The ability to see a CV preview</li><li>3. The ability to choose a CV by skills</li><li>4. The ability to open a CV</li><li>5. The ability to download a CV</li></ol>
MF-2	Cases	<ol style="list-style-type: none"><li>1. Main page:<ol style="list-style-type: none"><li>A. the ability to see a list of the latest projects</li><li>B. the ability to see a list of the latest projects</li><li>C. the ability to see a list of the latest projects</li></ol></li><li>2. The ability to see customers' cases on the following pages:<ol style="list-style-type: none"><li>A. eCommerce</li><li>B. fin-serv (4 pages)</li><li>C. healthcare (5 pages)</li><li>D. video &amp; entertainment</li><li>E. iGaming (3 pages)</li><li>F. logistics</li><li>G. retail</li><li>H. services tab (see)</li></ol></li><li>3. Tab Projects:<ol style="list-style-type: none"><li>A. the ability to see the list of all projects</li><li>B. the ability to see a summary of the company's experience</li><li>C. the ability to filter projects by the following attributes:<ol style="list-style-type: none"><li>a. industry</li><li>b. country</li><li>c. budget</li><li>d. technology</li></ol></li><li>D. the ability to see full information about a chosen case</li></ol></li></ol>



MF-3	Customers feedbacks	<ol style="list-style-type: none"><li>1. The ability to see the list of all feedbacks</li><hr/><li>2. The ability to see the following information about a reviewer:<ol style="list-style-type: none"><li>A. full name</li><li>B. photo</li><li>C. position</li><li>D. location</li><li>E. project summary</li></ol></li><hr/><li>3. The ability to view the case</li><hr/><li>4. The ability to filter feedbacks by the following attributes:<ol style="list-style-type: none"><li>A. industry</li><li>B. country</li><li>C. budget</li><li>D. technolog</li></ol></li></ol>
MF-4	Corporate blog	<ol style="list-style-type: none"><li>1. The ability to see the list of articles</li><hr/><li>2. The ability to filter articles by industry</li><hr/><li>3. The ability to see total number of articles</li><hr/><li>4. The ability to see the preview of an article</li><hr/><li>5. The ability to read a full article</li><hr/><li>6. The ability to see an articles' attributes:<ol style="list-style-type: none"><li>A. author</li><li>B. authors position in the company</li><li>C. publication date</li></ol></li><hr/><li>7. The ability to ask the author a question</li></ol>
MF-5	Pricing	<ol style="list-style-type: none"><li>1. The ability to see information about available specialists</li><hr/><li>2. The ability to choose:<ol style="list-style-type: none"><li>A. technologies</li><li>B. specialists</li><li>C. business domain</li><li>D. project duration</li></ol></li><hr/><li>3. The ability to send a request to the company</li></ol>



MF-6

Services tab

1. The ability to see the list of available services

---

2. The ability to see the following information about any service:
  - A. brief information about department
  - B. introduction of a department's head
  - C. scope of work
  - D. main typical problems
  - E. value to a project
  - F. list of the specialists
  - G. value to a project
  - H. list of the specialists
  - I. list of domains
  - J. list of articles

---

3. The ability to request a consultation

---

4. The ability to calculate the cost by following attributes:
  - A. problem
  - B. specialist(s)
  - C. industry
  - D. project duration

---

5. The ability to clear a selection

---

6. The ability to send a request to the company

---

7. The ability to decline a request to the company

---

8. The ability to see brief information about projects of a chosen department

---

9. The ability to see all information about a project of the chosen department

---

10. The ability to work with CVs of the chosen department's specialists (see )

---

11. The ability to see a map of the actual projects with specialists form chosen department (see )

---

12. The ability to go to the page containing information about interesting domain

---

13. The ability to work with articles (see )

---

14. The ability to see customers' feedback (see )

---

15. he ability to contact the company for a free consultation



---

MF-7	Real time projects map	1. The ability to see how many ongoing projects the company has
		2. The ability to display projects by industry
		3. The ability to filter projects by industry
		4. The ability to zoom the map
		5. The ability to move the map
		6. The ability to see a project preview on the same page

---

\* **NOTE:** The list of features to be realized during the project is listed below (during the development stage it can be edited, expanded, or reduced BASED on change of THE priorities and decomposition of the existing features)

## 2.3 Assumptions and Dependencies

AS-1 - The high-quality clients of the company searching for potential contractors in English.

AS-2 - The identified blocks for estimating a project cost corresponds to the needs of potential clients.

AS-3 - The necessary information will be updated on time.

DE-1 - Correct work of the system depends on the correct and stable work of the AWS file storage system.

DE-2 - Correct work of the system depends on the correct and stable work of the e-mail system.

DE-3 - Achieving the business goals depends on the quality of the research needs of the potential clients.

DE-4 - Achieving the business goals depends on the qualification of the sales department.



## 3.1 Scope of Initial Release and Subsequent Releases

ID	Initial release	Priority	ID	Subsequent releases	Priority
<b>CV</b>			<b>CV</b>		
1.1	The ability to see the CV list	<b>MUST</b>	2.1	The ability to choose a CVs by skills	<b>SHOULD</b>
1.2	The ability to see a CV preview	<b>MUST</b>	2.2	The ability to download a CV	<b>SHOULD</b>
1.3	The ability to open a CV	<b>MUST</b>			
<b>Cases</b>			<b>Cases</b>		
1.4	Main page:	<b>MUST</b>	2.3	Main page:	
1.4a	The ability to see the list of the latest projects	<b>MUST</b>	2.3a	The ability to read feedbacks from customers concerning a chosen project	<b>COULD</b>
1.4b	The ability to see brief information about the latest project	<b>MUST</b>	2.4	Tab Projects:	<b>SHOULD</b>
			2.4a	The ability to see the list of all projects	<b>SHOULD</b>
			2.4b	The ability to see the summary of the company's experience	<b>SHOULD</b>

# Scope and Limitations



			2.4c	The ability to filter projects by the following attributes: 1. industry 2. country 3. budget 4. technology	<b>COULD</b>
			2.4d	The ability to see full information about a chosen case	<b>SHOULD</b>
			2.5	The ability to see customers cases on the following pages: 1. eCommerce 2. fin-serv (4 pages) 3. healthcare (5 pages) 4. video & entertainment 5. iGaming (3 pages) 6. logistics 7. retail 8. services tab	<b>SHOULD</b>
<b>Customers feedbacks</b>			<b>Customers feedbacks</b>		
1.5	The ability to see the list of all feedbacks	<b>MUST</b>	2.6	The ability to see the following information about a reviewer:	
			2.6a	photo	<b>COULD</b>
			2.6b	project summary	<b>SHOULD</b>
1.6	The ability to see the following information about a reviewer: 1. full name 2. position 3. location	<b>MUST</b>	2.7	The ability to filtrate feedbacks by the following attributes: 1. industry 2. country 3. budget 4. technology	<b>SHOULD</b>

# Scope and Limitations



			2.8	The ability to view the case	<b>COULD</b>
<b>Corporate blog</b>			<b>Corporate blog</b>		
1.7	The ability to see the list of articles	<b>MUST</b>	2.9	The ability to filter articles by industry	<b>SHOULD</b>
1.8	The ability to see the preview of an article	<b>MUST</b>	2.10	The ability to see the total number of articles	<b>COULD</b>
1.9	The ability to read a full article	<b>MUST</b>	2.11	The ability to see an article's attributes: 1. author's position in the company	<b>SHOULD</b>
1.10	The ability to see an article's attributes: 1. author 2. publication date	<b>MUST</b>	2.12	The ability to ask the author a question	<b>COULD</b>
<b>Pricing</b>			<b>Pricing</b>		
1.11	The ability to see information about available specialists	<b>MUST</b>	2.11	The ability to choose: 1. business domain	<b>SHOULD</b>
1.12	The ability to choose: 1. technologies 2. specialists 3. project duration	<b>MUST</b>			
1.13	The ability to send a request to the company	<b>MUST</b>			
<b>Pricing</b>			<b>Pricing</b>		
1.14	The ability to see the list of available services	<b>MUST</b>	2.14	The ability to see the following information about a chosen service:	



# Scope and Limitations



			2.14a	introducing of a department's head	<b>COULD</b>
			2.14b	list of the specialists	<b>SHOULD</b>
			2.14c	list of domains	<b>SHOULD</b>
			2.14d	list of articles	<b>COULD</b>
1.15	The ability to see the following information about a chosen service: 1. brief information about department 2. scope of work 3. main typical problems 4. value to a project	<b>MUST</b>	2.15	The ability to calculate the cost by following attributes: 1. problem 2. industry	<b>SHOULD</b>
1.16	The ability to request a consultation	<b>MUST</b>	2.16	The ability to clear a selection	<b>COULD</b>
1.17	The ability to calculate the cost by following attributes: 1. specialist(s) 2. project duration	<b>MUST</b>	2.17	The ability to see all information about a project of the chosen department	<b>SHOULD</b>
1.18	The ability to send a request to the company	<b>MUST</b>	2.18	The ability to see the map of the actual projects with specialists from chosen department	<b>SHOULD</b>
1.19	The ability to decline a request to the company	<b>MUST</b>	2.19	The ability to go to the page containing information about the domain of interest	<b>COULD</b>

# Scope and Limitations



1.20	The ability to see brief information about the projects of a chosen department	<b>MUST</b>	2.20	The ability to work with articles	<b>COULD</b>
1.21	The ability to work with CVs of the chosen department specialists	<b>MUST</b>	2.21	The ability to see customers's feedback	<b>SHOULD</b>
1.22	The ability to contact the company for a free consultation	<b>MUST</b>			
<b>Real time projects map</b>			<b>Real time projects map</b>		
1.23	The ability to see how many ongoing projects the company has	<b>MUST</b>	2.22	The ability to display projects by industry	<b>SHOULD</b>
			2.23	The ability to filter projects by industry	<b>COULD</b>
			2.24	The ability to zoom the map	<b>SHOULD</b>
			2.25	The ability to move the map	<b>SHOULD</b>
			2.26	The ability to see a project preview at the same page	<b>SHOULD</b>



## 3.2 Limitations and Exclusions

LE-1 - The system will be available only as a web application.

LE-2 - The system will have the ability to send only text messages.

LE-3 - A user interface will be implemented only in English and German.

LE-4 - A user interface will be implemented in German only for Germany's IP addresses.

LE-5 - A user interface will be implemented in English for other IPs including VPN generated IPs.

LE-6 - The system will not have an admin page - all content is added manually by the dev-team.



## 4.1 Stakeholder Profiles

Stakeholder	Role in the project	Major value	Attitudes
<b>Main</b>			
Product Owner	Product Owner / Marketing specialist	See 1.3	1. High interest and support; 2. Influence level is high.
CEO	Vision / Sponser	1. The company's revenue increases by attracting new clients. 2. Enhancing the company's image.	1. High interest and support; 2. Influence level is high.
Potential client	Main user	Get full information about: 1. company orientation 2. experience 3. services 4. professionals 5. prices 6. testimonials from other clients	1. Low interest and support; 2. Influence level is low.
<b>Additional</b>			
Potential employee	Possible user	Obtain information about: 1. company's orientation 2. experience 3. services 4. benefits and perks 5. actual vacancies	1. Low interest and support; 2. Influence level is low.



Media	Possible user	Obtain information about: <ol style="list-style-type: none"> <li>1. company's orientation</li> <li>2. experience</li> <li>3. services</li> <li>4. cases</li> <li>5. clients</li> <li>6. corporate life</li> <li>7. testimonials from clients</li> </ol>	<ol style="list-style-type: none"> <li>1. Low interest and support;</li> <li>2. Influence level is low.</li> </ol>
-------	---------------	---	--

## 4.2 Project Priorities

Dimension	Driver (state objective)	Constraint (state limits)	Degree of Freedom (state allowable range)
Schedule	release 1.0 to be available by 12/06/2019, release 1.1 by 12/07/2019		+ week
Features			100% of high priority features must be included in release 1.0
Quality		90% of user acceptance tests must pass for release 1.0, 95% for release 1.1	
Staff	PO + PM + BA + team	maximum team size is 3 developers + 2 testers + 1 UX/UI + 1 graphic designer	budget overrun up to 15% acceptable without executive review, + 1 developer, + 1 UX/UI



## 4.3 Operating Environment

OE-1 - All databases should be located on Amazon servers (AWS).

OE-2 - The platform should work in the English language only.

OE-3 - The following technology stack should be used for platform development:

- Back-End: PHP (7.4), MySQL (5.5-8.0), Laravel (8.4)
- Front-End: Javascript (ECMAScript 6-11), HTML5, CSS3, SASS, Blade, Gulp
- Server: Nginx
- SMTP: mail.andersenlab.com

OE-4 - The system will be available via the following browsers:

- Chrome 84.0.4147 and the latest version
- Safari 10.3.3 and the latest version
- Mozilla Firefox 66.0 and the latest version
- Internet Explorer 11 and the latest version
- Microsoft Edge 44.17763.1.0 and the latest version
- Opera 52 and the latest version

OE-5 - Screen resolutions:

- |          |               |         |             |         |             |
|----------|---------------|---------|-------------|---------|-------------|
| Desktop: | • 1920 x 1080 | Mobile: | • 375 x 667 | Tablet: | • 960 x 577 |
|          | • 1366 x 768  |         |             |         |             |
|          | • 1536 x 864  |         |             |         |             |
|          | • 1440 x 900  |         |             |         |             |



Term	Definition
Andersen	An international software development company
AndersenSite	The website intended to provide visitors with an informative overview of the Andersen company
SPA	A single-page application is a web application or website that interacts with the user by dynamically rewriting the current web page with new data from the web server, instead of the default method, i.e. a web browser loading entire new pages
Lead	A person or business who may eventually become a client
A, B leads	Inhouse categories of potential clients of the Andersen company
Hot lead	A potential client who is already aware of the company and its domains and is interested in collaboration
Feature	The features represent a chunk of functionality that delivers considerable business value and fulfills a stakeholder need
AWS	Amazon Web Services is a subsidiary of Amazon providing on-demand cloud computing platforms
IP	The Internet Protocol is the principal communications protocol in the Internet protocol suite for relaying datagrams across network boundaries
VPN	A virtual private network extends a private network across a public network and enables users to send and receive data across shared or public networks as if their computing devices were directly connected to the private network
Release	The initial generation of upgraded application
PO	A Product Owner is a member of the Agile Team responsible for defining User Stories and prioritizing the Team Backlog to streamline the execution of program priorities while maintaining the conceptual and technical integrity of features or components for the team
PM	Product managers owning the business strategy behind a product, specifying its functional requirements, and generally managing the launch of features
BA	A Business Analyst helps in guiding businesses by improving processes, products, services, and software via data analysis