BUSINESS REQUIREMENTS DOCUMENT

25+ Exclusive Dating App

BUSINESS REQUIREMENTS DOCUMENT

Match Corporation

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BUSINESS REQUIREMENT DOCUMENT

Project name:	25+ Exclusive Dating App
Project manager:	Chandani Lama
Date submitted:	07/01/23

1. Executive summary

The proposed project is to develop a new dating app, the 25+ Exclusive Dating App, specifically designed for individuals in their late 20s who are seeking a serious and exclusive relationship. The app will feature a unique algorithm that matches users based on their compatibility and shared interests. The app will be marketed and promoted in a way that focuses on helping users achieve their dating goals.

The user interface will be designed to be intuitive and user-friendly. The project team aims to help users find meaningful and lasting relationships through a convenient and user-friendly platform. The overall goal of the project is to revolutionize the online dating industry by providing a platform for individuals who are seeking a more traditional approach to dating.

2. Project objectives

The project objective is to develop and launch a new dating app, the 25+ Exclusive Dating App, that addresses the specific needs of individuals in their late 20s who are seeking a serious and exclusive relationship. The app should have a unique algorithm that matches users based on their compatibility and shared interests, a user-friendly interface, and a marketing strategy that focuses on helping users achieve their dating goals. The project team aims to help users find meaningful and lasting relationships through a convenient and user-friendly platform and revolutionize the online dating industry by providing a platform for individuals who are seeking a more traditional approach to dating.
The objective is to connect over 150,000 individuals who are genuinely interested in dating within the United States, with a particular focus on the 25 and above age group.

3. Project Scope

Develop a dating app with a new algorithm to match users to their best matches.

Attract and retain at least 150,000 users within one year of launch.

Provide a seamless user experience with intuitive navigation and a user-friendly interface.

Create a visually appealing app with high-quality graphic elements and content.

Develop and test the backend and front end of the app to ensure high performance and stability.

WITHIN SCOPE	• **Develop a dating app with a new algorithm that can match users to their best matches.** • **Attract and retain at least 150,000 users within one year of launch.** • Provide a seamless user experience with intuitive navigation and a user-friendly interface. • Create a visually appealing app with high-quality graphic elements and content. • Develop and test the backend and front end of the app to ensure high performance and stability.
OUTSIDE OF SCOPE	• Marketing and advertising campaigns beyond the initial launch period. • Ongoing maintenance and updates to the app beyond the initial development phase. • Legal and regulatory compliance issues beyond those directly related to the development of the app. • Integration with third-party services or software that are not included in the scope of the project. • Hardware or infrastructure upgrades that are required to support the app beyond the scope of the project.

4. Business requirements		
Priority level	Critical level	Requirement description
High	High	The app must have strong security measures to protect user data and privacy. This includes using encryption for sensitive data, implementing measures to prevent hacking or data breaches, and providing clear and concise privacy policies to users.
High	High	The app must have a sophisticated matching algorithm that uses user data and preferences to suggest compatible matches. The algorithm should take into account factors such as location, age, interests, and values.
Medium	High	User Verification: The app must verify the identity of users to ensure that they are who they claim to be.
High	High	Geolocation: The app must have geolocation features that allow users to see potential matches based on their location.
Medium	Medium	User Feedback: The app should allow users to provide feedback on the app's features, functionality, and user experience.

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EXAMPLE OF FUNCTIONAL AND NON-FUNCTIONAL REQUIREMENT

Functional Requirements:
1. User Registration:
- Users should be able to create an account using their name and email address.
2. Exclusive Commitment Questionnaire:
- After registration, users will be asked a series of questions to assess their readiness for an exclusive relationship.
- Questions may include the willingness to commit, desired timeline for exclusivity, and factors influencing commitment.
3. Personality and Preference Questions:
- Users will be prompted to answer questions about their personality traits, love languages, education, background, and partner preferences.
- Questions may cover gender, body type, income, desire for children, and willingness to relocate.
4. Dashboard:
- The main page of the app will provide access to various features and information.
- It may include videos and articles about commitment, relationships, and emotional well-being.
5. Partner Matching:
- A matching algorithm will suggest potential partners based on user preferences and compatibility factors.
- Users will be presented with a pool of randomly selected individuals matching their preferences.
6. Favorites Candidates:
- Users can select and mark up to 30 favorite candidates from the suggested pool.
- The goal is to narrow down the options and show a reduced number of potential partners.
7. Messaging Center:
- Once a user's invitation to talk is accepted, a messaging center will be available to communicate with the selected candidates.
- The messaging center will display conversation history, including the start time and the last message exchanged.

Additionally, here are some non-functional requirements that apply to the overall app:

Non-Functional Requirements:
1. Usability:
- The app should have an intuitive and user-friendly interface.
- Navigation should be clear and easy to understand.
2. Performance:
- The app should provide a smooth and responsive user experience.
- It should handle user interactions, messaging, and data processing efficiently.
3. Security:
- User data should be stored securely and protected from unauthorized access.
- Secure communication protocols should be implemented to safeguard user privacy.
4. Scalability:
- The app should be designed to accommodate a growing user base without sacrificing performance.
- It should handle an increasing number of users and interactions effectively.
5. Compatibility:
- The app should be compatible with various mobile devices and operating systems.
- It should work seamlessly on different screen sizes and resolutions.
6. Localization:
- The app should support multiple languages and cultural preferences to cater to a diverse user base.
7. Data Backup and Recovery:
- Regular backups of user data should be performed to prevent data loss.
- Mechanisms for data recovery in case of unforeseen incidents should be in place.

Exclusive

5. Key stakeholders		
Name	Job role	Duties
Preston Ada	Project Sponsors	Individuals who are funding the development of the 25+ Exclusive Dating App and have a significant financial interest in the success of the project.
Douglass Kynaston	Project Manager	Responsible for overseeing the development of the app, ensuring that the project stays on track.
Lavonne Iris	Development Team Lead	Responsible for designing, coding, testing, and launching the app.
Jocelin Morgan	Marketing Team	Responsible for promoting the app and attracting users to the platform.
Goldie Corinne	Investor	Invested in the development of the app and have a financial interest in its success.

6. Project constraints	
Constraint	Description
Budget:	The project may have a limited budget, which could impact the scope and quality of the app's features and functionality.
Resource Availability	The project may face resource constraints, such as a shortage of skilled developers, designers, or marketers, which could impact the quality and speed of development.
Regulatory Compliance:	The app may need to comply with regulations related to online dating apps, data privacy, and security, which could impact the app's features, functionality, and user experience.
User Adoption:	The app may need to comply with regulations related to online dating apps, data privacy, and security, which could impact the app's features, functionality, and user experience.
Scalability:	The app may need to be scalable to accommodate a growing user base and the addition of new features and functionality over time, which could impact the app's architecture and design.

7. Cost-benefit analysis	
Cost	Benefit
Development Costs: $700,000	Revenue from Subscriptions: $2,500,000 (over 2 years)
Marketing Costs: $200,000	Increased User Engagement: Increased user engagement and satisfaction could lead to positive reviews, word-of-mouth marketing, and more user referrals, which could help grow the user base and increase revenue.
Administrative Costs: $100,000	Competitive Advantage: By focusing on a specific demographic and offering unique features and benefits, the app could differentiate itself from competitors and attract users who are looking for a more traditional approach to dating.
Contingency Costs: $100,000	Data Analytics: The app could collect valuable data on user behavior, preferences, and demographics, which could be used to improve the app's features, user experience, and marketing efforts.
Total cost:$1100000	**Expected ROI: $1,000,000 IN 1 YEAR, $2,500,000 (over 2 years)**

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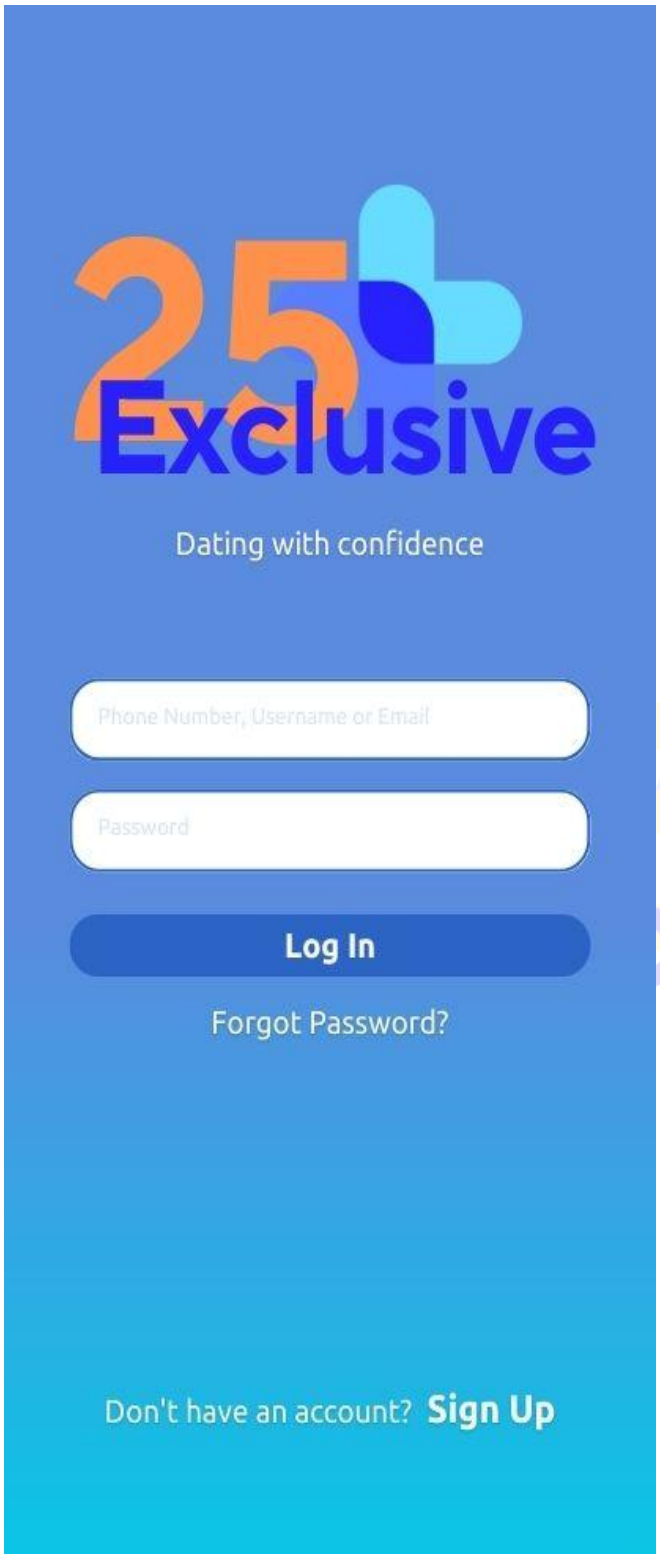
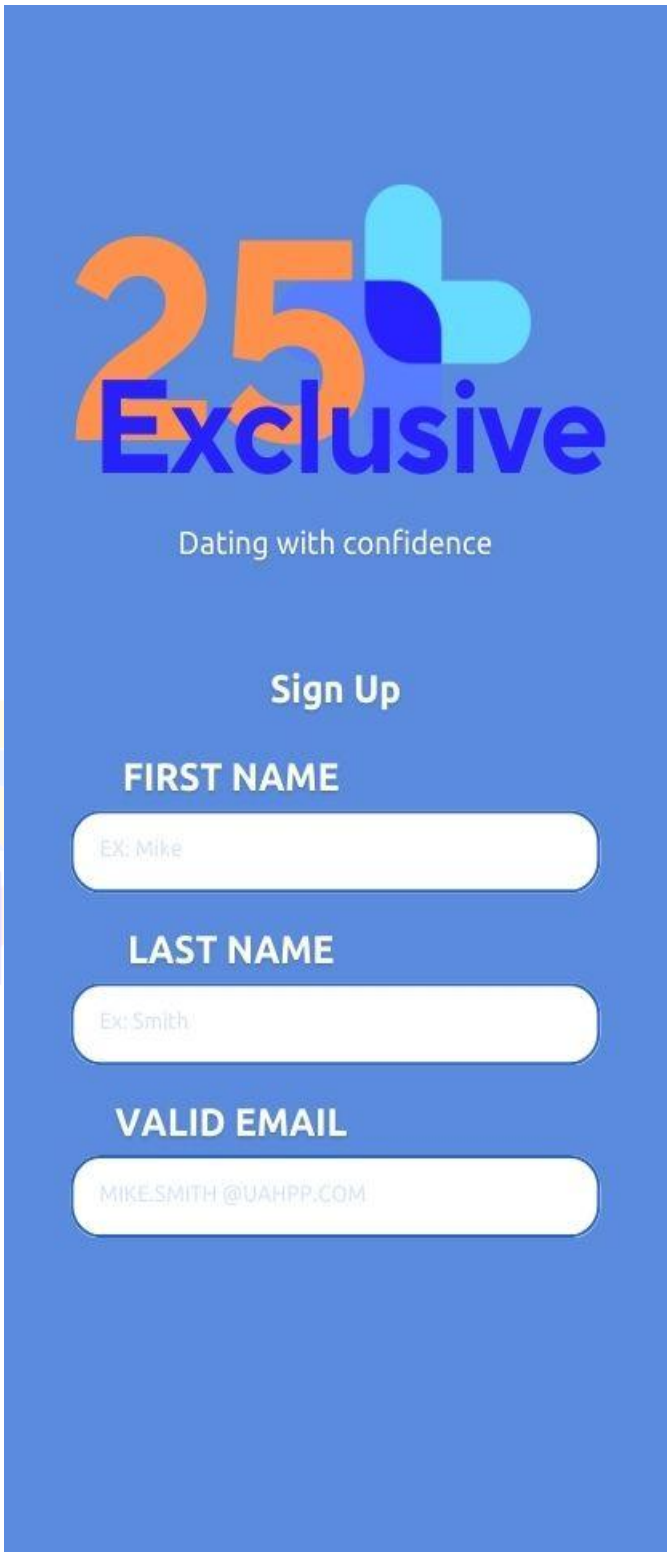
ACCEPTANCE CRITERIA FOR USER STORIES

Here are 20 user stories for the 25+ Exclusive Dating App:
1. As a user, I want to create a profile with my personal information and photos, so that other users can learn more about me. - Acceptance criteria: The user can add, edit and delete their personal information and photos. The profile information must be viewable to other users.
2. As a user, I want to search for potential partners based on specific criteria, such as age, location, interests, and lifestyle. - Acceptance criteria: The search function returns accurate results based on the selected criteria.
3. As a user, I want to receive notifications when I have new matches or messages from other users. - Acceptance criteria: The notifications are delivered in a timely manner and are easily visible to the user.
4. As a user, I want to send messages and chat with other users to get to know them better. - Acceptance criteria: The messaging feature is easy to use and allows for real-time communication between users.
5. As a user, I want to see a list of users who have viewed my profile, so that I can know who is interested in me. - Acceptance criteria: The list of users is accurate and up-to-date.
6. As a user, I want to see a list of users who have liked my profile, so that I can know who is interested in me. - Acceptance criteria: The list of users is accurate and up-to-date.
7. As a user, I want to see a list of users who have matched with me, so that I can start a conversation with them. - Acceptance criteria: The list of users is accurate and up-to-date.
8. As a user, I want to see a list of upcoming events, such as singles mixers and speed dating events, so that I can attend and meet other users in person. - Acceptance criteria: The list of events is accurate and up-to-date.
9. As a user, I want to receive recommendations for potential partners based on my profile information and preferences. - Acceptance criteria: The recommendations are accurate and based on the user's profile information and preferences.
10. As a user, I want to block or report other users who violate the app's terms of service or make me feel uncomfortable. - Acceptance criteria: The blocking and reporting features are easy to use and effectively address user complaints.

11. As a user, I want to rate and review other users based on their behavior and interaction with me. - Acceptance criteria: The rating and review system is fair, accurate, and prevents abuse.
12. As a user, I want to see a list of recommended date ideas and locations in my area. - Acceptance criteria: The list of date ideas and locations is accurate and up-to-date.
13. As a user, I want to receive personalized dating advice and tips based on my profile information and preferences. - Acceptance criteria: The advice and tips are relevant and useful to the user.
14. As a user, I want to easily edit my profile information and preferences. - Acceptance criteria: The editing feature is user-friendly and allows for quick and easy updates.
15. As a user, I want to see a list of trending topics and conversations among other users. - Acceptance criteria: The list of trending topics and conversations is accurate and up-to-date.
16. As a user, I want to see a list of success stories and testimonials from other users who have found meaningful relationships through the app. - Acceptance criteria: The success stories and testimonials are authentic and provide valuable insights into the app's effectiveness.
17. As a user, I want to see a list of safety tips and guidelines to ensure a safe and enjoyable dating experience. - Acceptance criteria: The safety tips and guidelines are comprehensive and easily accessible to the user.
18. As a user, I want to be able to verify my profile information to increase my credibility and trustworthiness. - Acceptance criteria: The verification process is secure and accurately confirms the user's profile information.
19. As a user, I want to see a list of frequently asked questions and answers about the app's features and functionality. - Acceptance criteria: The FAQ section is comprehensive and provides helpful answers to common user questions.
20. As a user, I want to easily delete my account and personal information if I no longer want to use the app. - Acceptance criteria: The account deletion process is easy to navigate and effectively removes the user's personal information from the app.

PROTOTYPE


25+
Exclusive
Dating with confidence
Phone Number, Username or Email
Password
Log In
Forgot Password?
Don't have an account? Sign Up


25+
Exclusive
Dating with confidence
Sign Up
FIRST NAME
EX: Mike
LAST NAME
Ex: Smith
VALID EMAIL
MIKE.SMITH @UAHPP.COM

25+
Exclusive
Dating with confidence
*Are you ready to be exclusive?
*After finding the right candidate?
YES
NO

25+
Exclusive
Dating with confidence
Your Answer: NO
"Sorry! Maybe 25+ Exclusive is not right for you in this moment."

25+ Exclusive
Dating with confidence
Your Answer: YES
Great! Now let's know more about you so that we can connect to the best matches.
I am in!

25+ Exclusive
Dating with confidence
Mike! Tell us about your income.
Less than <$35k
$35k to 65k
$65k to $100k
above $100k
I don't want to say

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Dating with confidence

How quicky do you see yourself being exclusive?

- In about 3 months
- In about 6 months
- In about 9 months
- In about a year
- In about 2 years

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How fast do you wanna commit to the partner after being exclusive?

- Less than 6 months
- Less than 1 year
- Less than 2 years.

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Let us know more about you so that you find the best matches.

- Five love languages
- Cultural Background
- Education

Go Home Page

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Dating with confidence

75% USER END UP HOOKED

No Drama in Love

READ

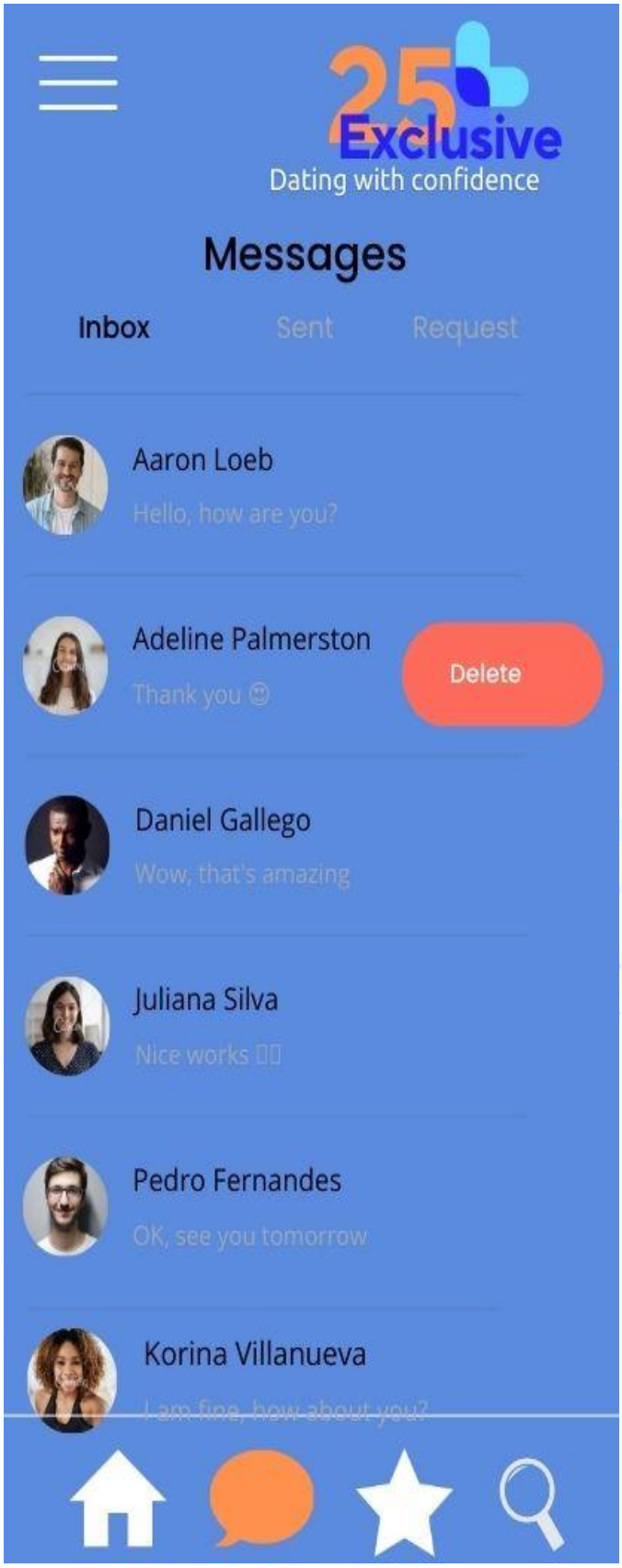
How to keep making her intrested in you

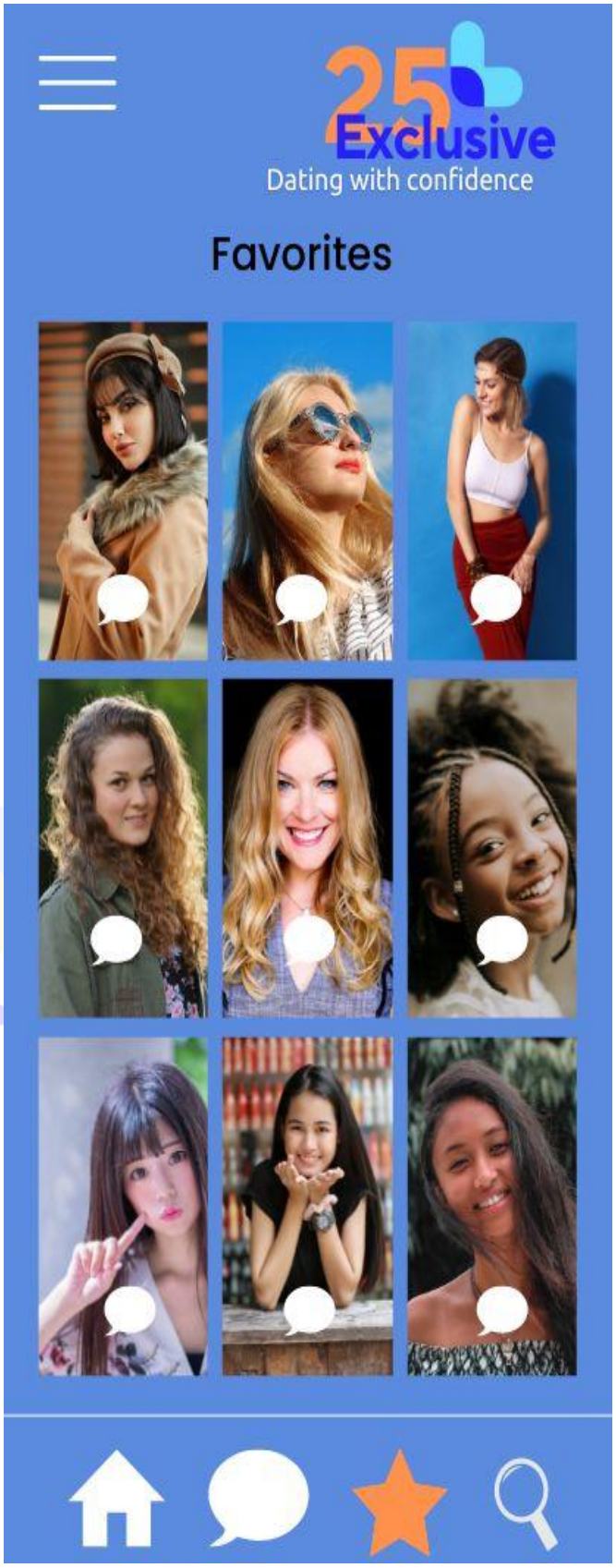
CLICK TO READ

UPGRADE TO PREMIUM ACCOUNT

Upgrade Now | Learn More

DOES YOUR PARTNER CREDIT SCORE MATTER?

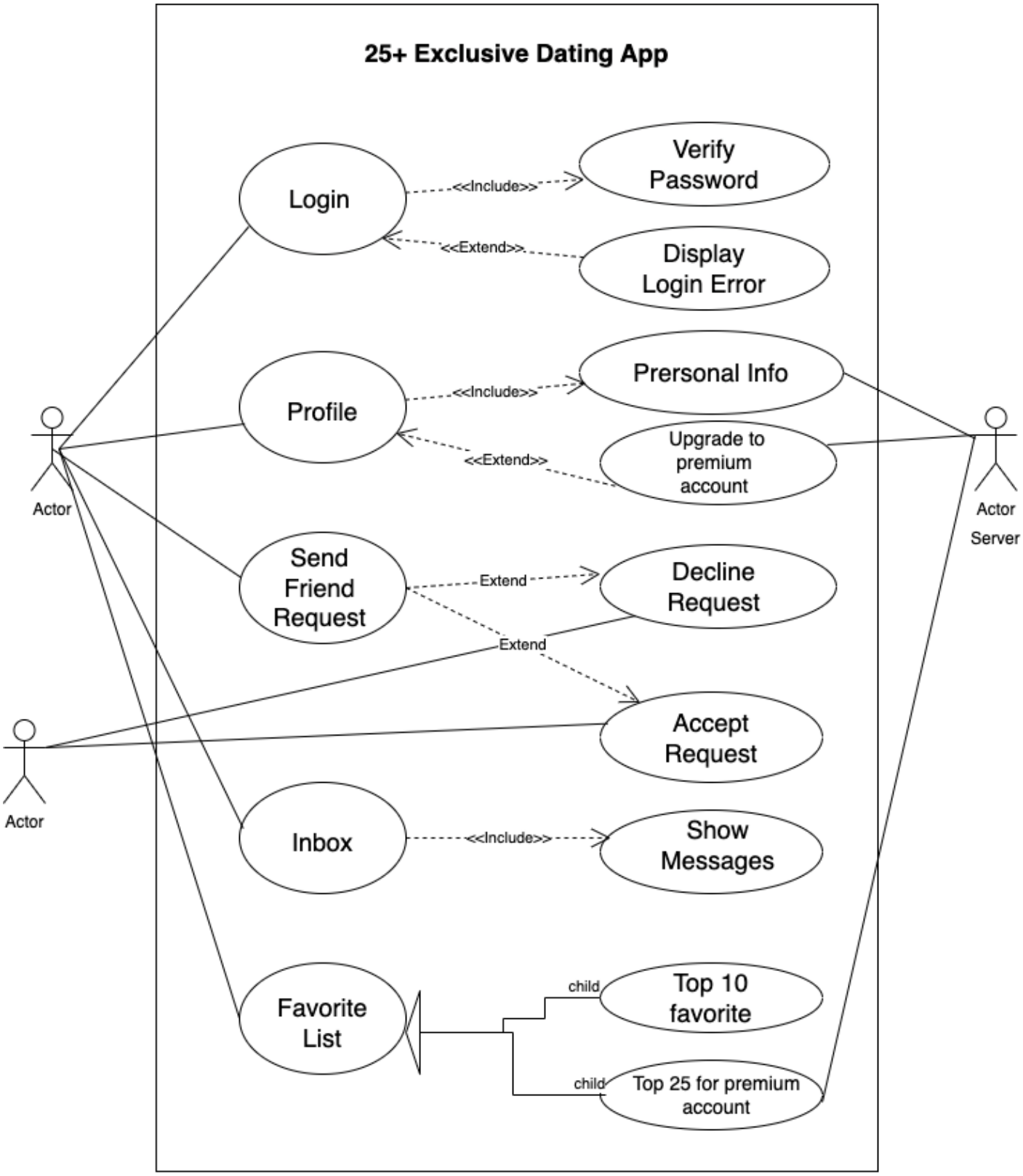

25+ Exclusive
Dating with confidence
Messages
Inbox
Sent
Request
Aaron Loeb
Hello, how are you?
Adeline Palmerston
Thank you
Delete
Daniel Gallego
Wow, that's amazing
Juliana Silva
Nice works
Pedro Fernandes
OK, see you tomorrow
Korina Villanueva
I am fine, how about you?


25+ Exclusive
Dating with confidence
Favorites

25+
Exclusive
Dating with confidence
Shayna, CA
31 years
Nurse
Like
Send Request
Next

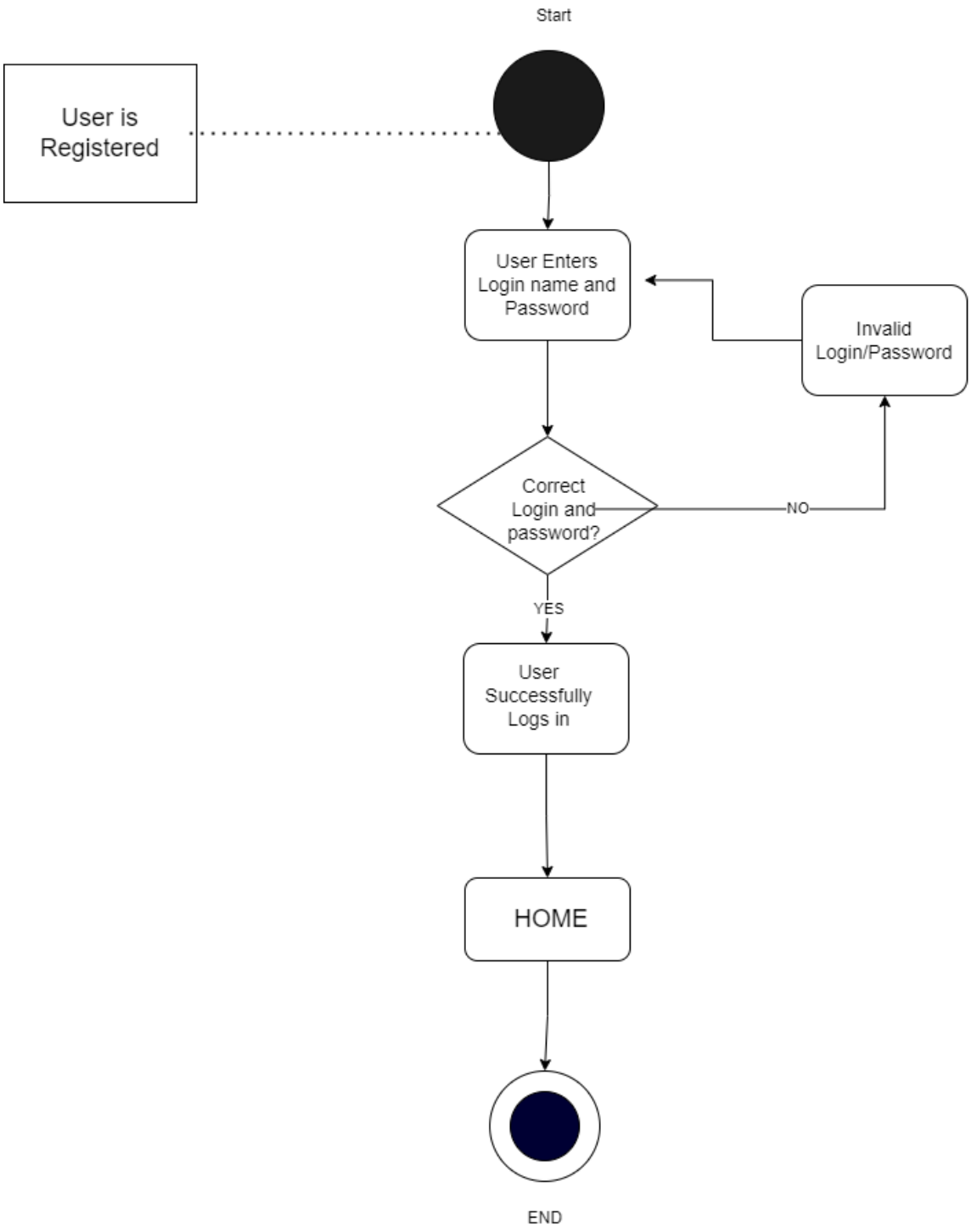
25+
Exclusive
Dating with confidence
31 years
Nurse
Like
Send Request
Next

USE CASE DIAGRAM

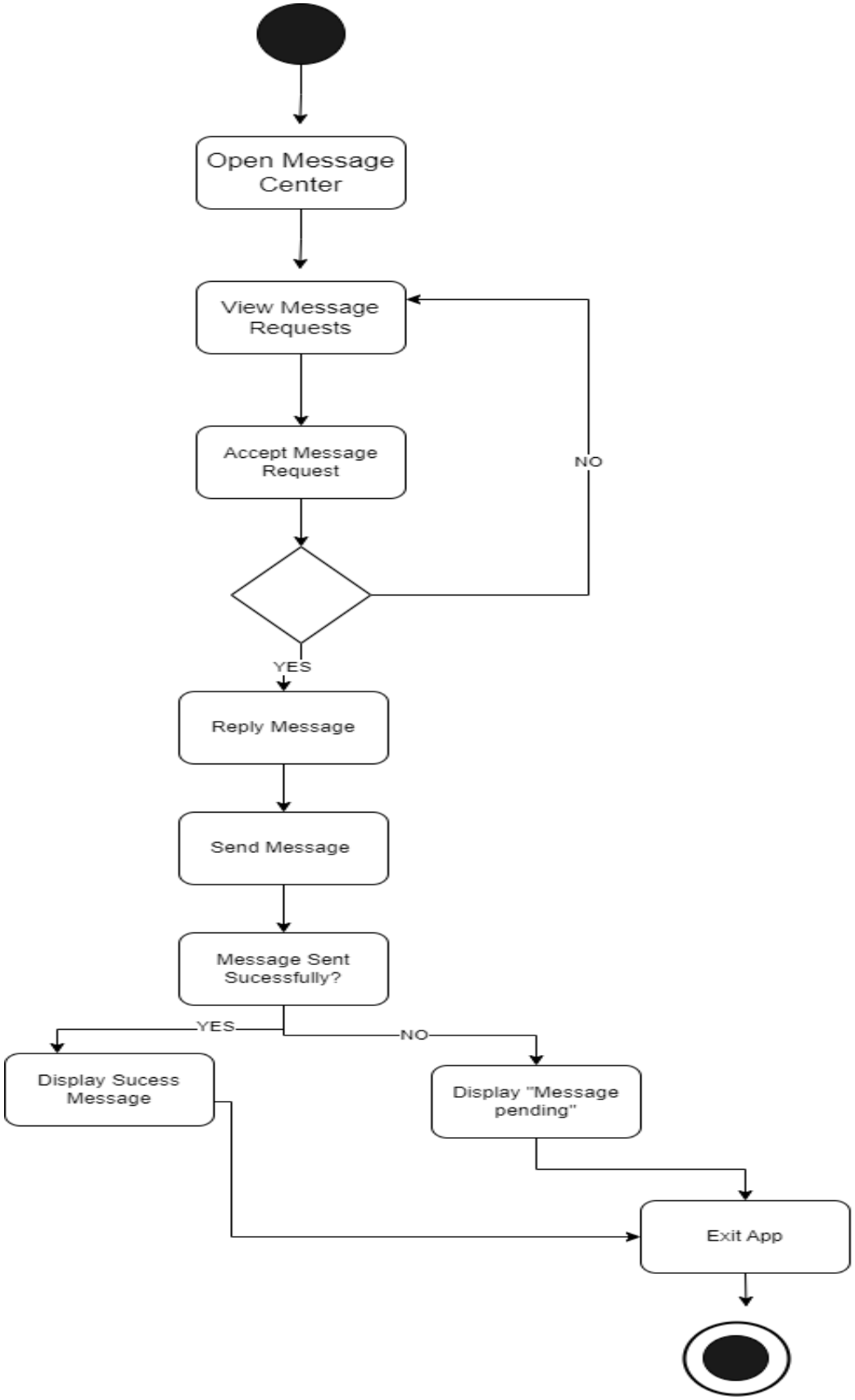


ACTIVITY DIAGRAM

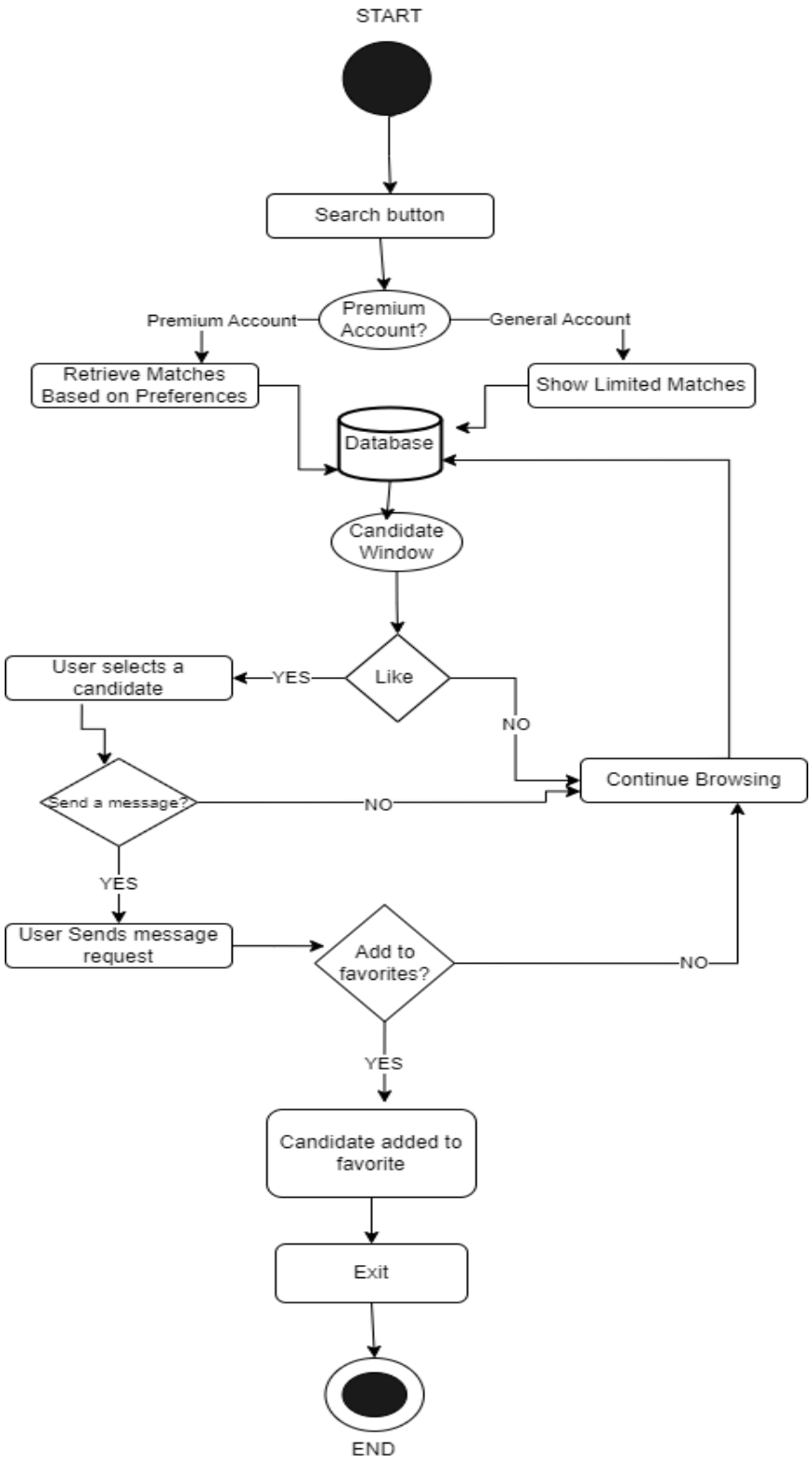
1. Activity Diagram- Login



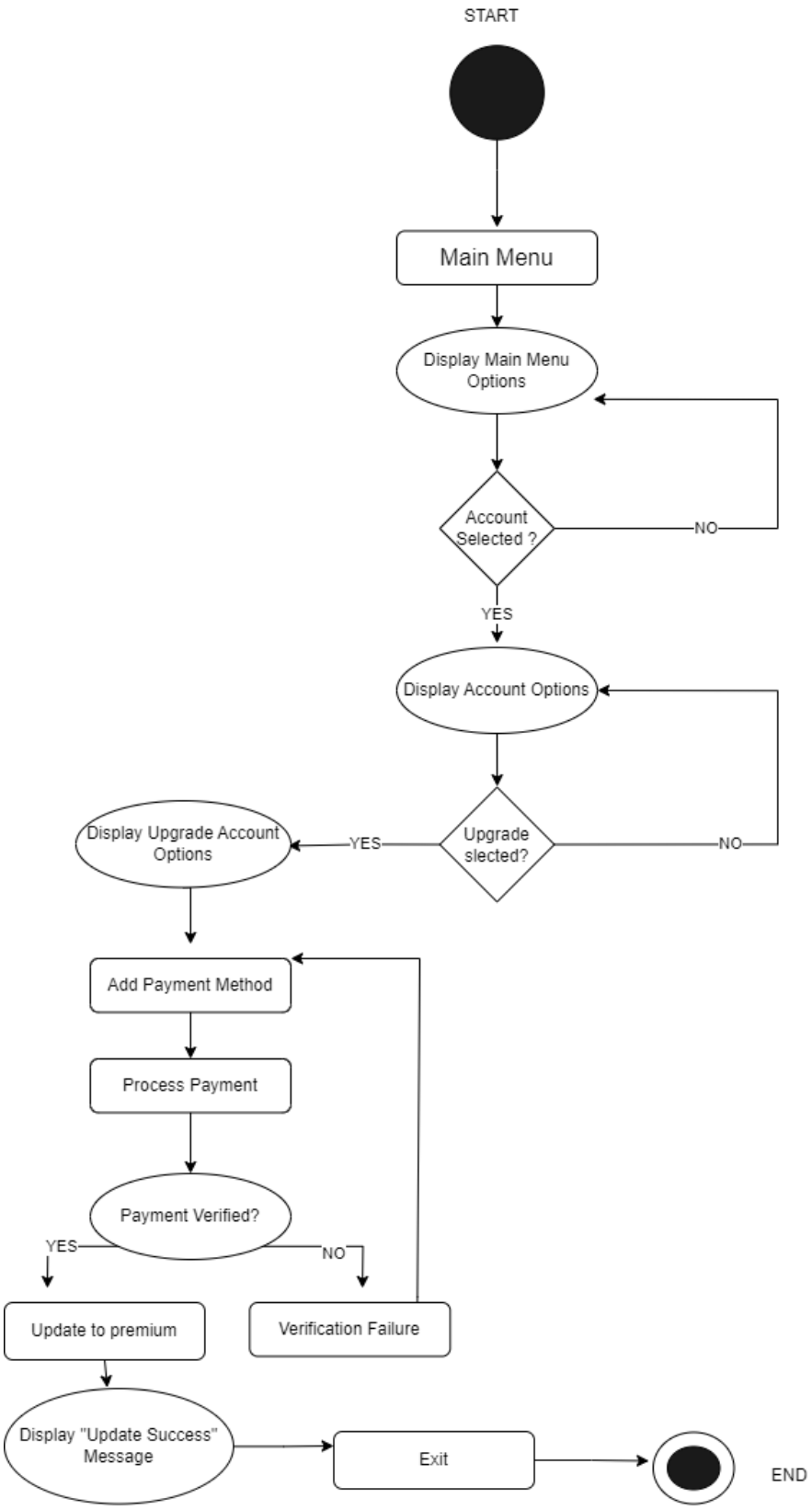
2. Activity Diagram- Messaging



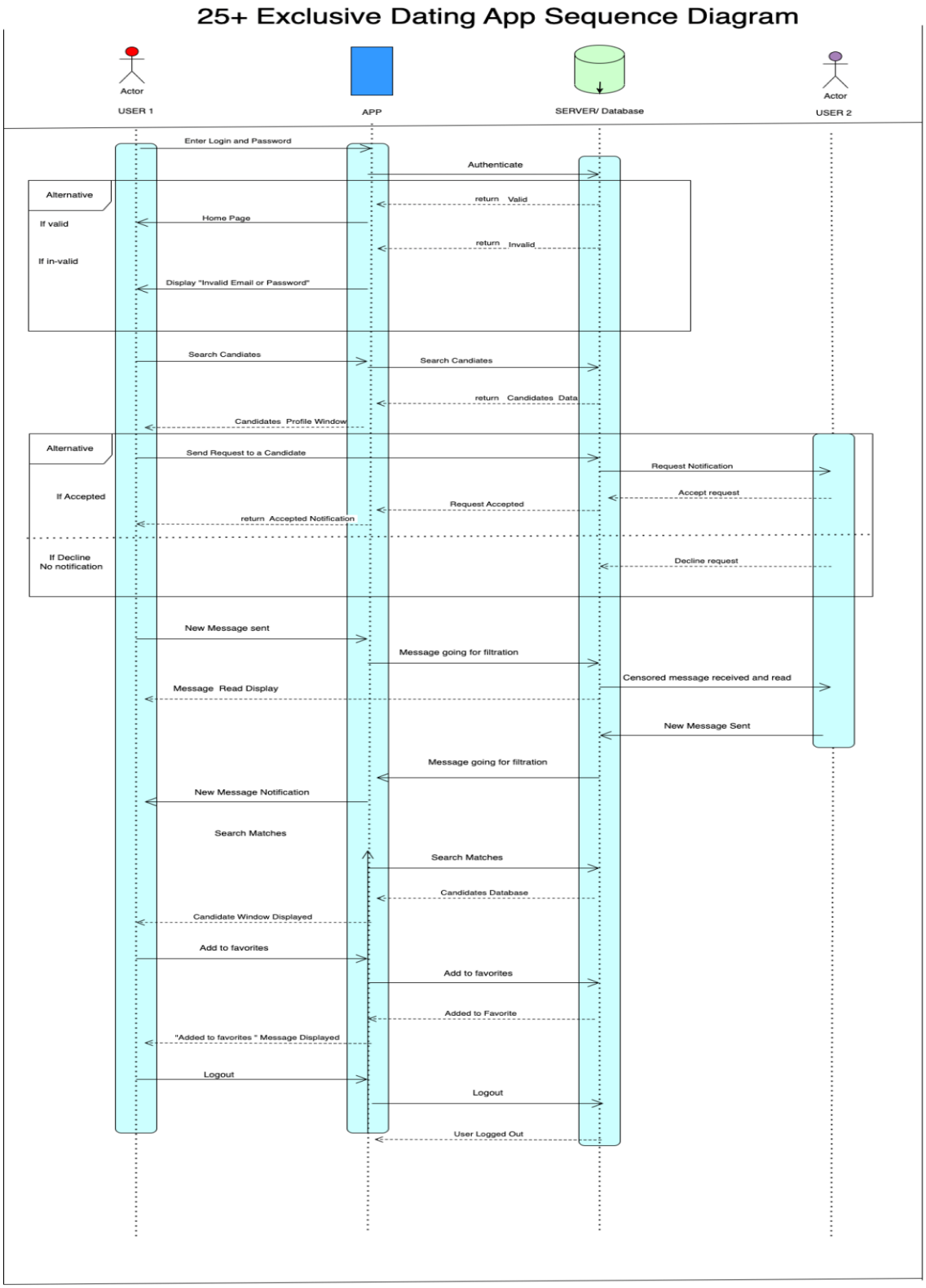
3. Activity Diagram- Search Candidates and Favorite



4. Activity Diagram- Upgrade Account



SEQUENCE DIAGRAM



TENTATIVE SCHEDULE

KEY MILESTONE	START	FINISH
Form Project Team and Conduct Preliminary Review	07/01/23	09/01/23
Finalize Project Plan and Project Charter	09/01/23	10/01/23
Conduct Definition Phase	10/01/23	10/15/23
Conduct Development Phase	10/15/23	02/15/24
Conduct Analysis Phase	02/15/24	03/15/24
Conduct Improvement Phase	03/15/24	05/01/24
Conduct Contro/Test Phase	05/01/24	07/01//24
Close Out Project and Write Summary Report	07/01/24	08/01/24

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CONCLUSION

In conclusion, the Business Requirement Development Report outlines the need for a specialized dating app, the 25+ Exclusive Dating App, designed for individuals seeking serious and exclusive relationships. The report highlights the unique features and approach of the app, such as personalized compatibility matching, an intuitive user interface, and a focus on helping users achieve their dating goals.

The identified stakeholders include users, the development team, the marketing team, and potential investors. The project constraints involve budget limitations, timeline considerations, and the need to ensure user privacy and security.

The cost-benefit analysis indicates that the project has the potential for significant benefits, including revenue generation, market expansion, and user satisfaction. However, careful monitoring of costs and effective marketing strategies will be essential to maximize the return on investment.

The identified functional and non-functional requirements encompass various aspects, including user registration, profile management, partner matching algorithm, messaging system, and user preferences. These requirements aim to create a user-friendly and reliable platform that caters to the specific needs of individuals in their late 20s seeking exclusive relationships.

Overall, the 25+ Exclusive Dating App has the potential to revolutionize the online dating industry by providing a platform tailored to the needs of a specific demographic. By addressing the challenges faced by individuals from traditional backgrounds, the app aims to facilitate meaningful and lasting connections. The development team will need to follow an agile approach, incorporating feedback from users and stakeholders to ensure continuous improvement and success in the competitive dating app market.

COMMENTS:

AUTHORIZATION

Name:

Designation:

Date: Sign: