
Keepsake

**Keepsake's
Vision**

Version 2.0

Stories and Memories	Version: 2.0
Vision	Date: 04/18/2023

Revision History

Date	Version	Description	Author
09/25/2022	1.0	Initial	Niko, Firat, JJ, Lucas
04/18/2023	2.0	Revamp	Lucas

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Vision

1. Introduction

The purpose of this document is to collect, analyze, and define the business requirements, i.e., high-level needs, desired ultimate business outcomes and features of the Keepsake project. It focuses on the capabilities needed by the stakeholders and the target users, and **why** these needs exist in the first place. The details of how the Keepsake project fulfills these needs are detailed in the use-case and supplementary specifications.

1.1 Background

In recent years, there has been a noticeable shift towards single-parent and nuclear family structures, with only 3.4% of households consisting of grandparents living with grandchildren. As families become more geographically dispersed, many children desire to connect with their relatives, particularly for bonding activities such as bedtime stories. However, current technologies lack a user-friendly and accessibility-oriented approach to facilitate this connection. Therefore, there is a need for a technology platform that enables children and grandparents to communicate and form meaningful bonds in a simple and efficient manner.

1.2 Our Story

COVID -19 has distanced families and created an unexpected, unforeseen alienation between loved ones - near and far alike. Keepsake is a platform designed to bring generations of families across the world a little closer and a lot more connected. Keepsake allows your friends, grandparents, or loved ones anywhere in the world to record memories, stories and even family secrets in their own voice for you to listen to anytime, securely and privately. By leveraging the power of the Cloud, Keepsake also makes it possible to preserve generational family traditions for as long as you'd like while ensuring privacy for each family.

2. Business Requirements

2.1 Business Opportunity/Problem Statement

The problem of	Not having a platform to share memories and stories in a family-oriented manner
affects	Families' ability to educate their children and also give them an opportunity to bond with their family more
the impact of which is	going to allow parents to use their time more efficiently, and provide the elders with an opportunity to bond with their grandkids
a successful solution would be	creating a platform that family members use to create and keep track of their own stories.

2.2 Business Objectives

2.2.1 BO-1

Have 1000 stories published within 6 months following initial release.

Scale: number of stories being published

Meter: Examination of the number of entries in our database

Past: NA

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Goal: 1000 stories
Stretch: Less than 15%

2.2.2 BO-2

Each child user listens to 1 hour of content per week

2.2.3 BO-3

Each adult records a story of 10 minutes each week

2.3 Success Metrics

2.3.1 SM-1

Increased user engagement with the app - over 100 stories shared and listened to per month

2.3.2 SM-2

High user satisfaction rates, as indicated by positive feedback and ratings of the app (at least 4.5/5)

2.3.3 SM-3

Growth in the user base - over 25 new users signed up each month

2.3.4 SM-4

Improved retention rates - at least 75% of users continuing to share and upload stories over an extended period of time

2.3.5 SM-5

Begin generating revenue from app in Q2 iteration

2.4 Vision Statement

For	Children and families
Who	want to share, read, or listen to beautiful stories
The (product name)	Keepsake
That	Can help people share and listen to stories in a user-friendly way
Unlike	Other apps which target reading important books for adults
Our product	Will provide them an extremely easy way to share their unique stories with loved ones

The Keepsake App is a web-based application designed to facilitate the sharing and listening of stories for children and families. It offers a user-friendly platform that is accessible via smart phones and the internet, allowing users to easily share their personal stories with loved ones. Unlike other applications that focus on reading important books for adults, our product provides a simple and intuitive way for users to share their unique stories and connect with others on a deeper level.

2.5 Business Risks

2.5.1 BR-1

The business couldn't get enough donations to keep the servers running, if it were to implement a donation-based service without monetary goals. (Probability = 0.5; Impact: 0.4)

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2.5.2 *BR-2*

AWS Funding application wouldn't be attained, causing the back-end services to become a burden starting the project out. (Probability = 0.2; Impact: 0.1)

2.5.3 *BR-3*

The business couldn't get enough people to subscribe to independent stories, causing the monetization process to be unsuccessful (Probability = 0.3; Impact: 0.3)

2.6 Business Assumptions and Dependencies

2.6.1 *AS-1*

There is a demand for a platform that facilitates the sharing and listening of personal stories among families and loved ones.

2.6.2 *AS-2*

Users will primarily access the platform through mobile devices and internet-connected devices such as computers and tablets.

2.6.3 *AS-3*

The app will be able to scale and handle a growing user base without compromising on user experience or platform stability.

2.6.4 *DE-1*

The app's performance and reliability are dependent on the maintenance and upkeep of the underlying infrastructure, including servers, databases, and application software.

2.6.5 *DE-2*

The success of the app is dependent on the availability of reliable and high-speed internet connectivity for users.

2.6.6 *DE-3*

The success of the app is dependent on its ability to protect user data and ensure the privacy and security of user information.

3. Stakeholder Profiles and User Descriptions

3.1 Stakeholder Profiles

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Stakeholder	Major value or benefit from this product	Attitudes	Major features of interest	Constraints	End user or not?
Family member	Increased interaction with family members	Strong desire to use product	The working product	None identified	Yes
Family Group Owner	Manages the family and can organize family interaction	Wants to connect a family	Family groups	None identified	Yes

3.2 User Environment

The user environment for the Keepsake project consists of families and loved ones who desire a platform that enables them to easily share and listen to personal stories. The target audience is primarily parents and grandparents who seek to connect with their children and grandchildren in a meaningful way, as well as other family members and close friends. Users will access the platform primarily through their mobile devices and internet-connected devices such as computers and tablets. As the app aims to be user-friendly and accessible, it will be designed with a simple and intuitive interface that allows users to easily navigate and interact with the platform. Additionally, the app will prioritize the protection of user data and privacy, ensuring a safe and secure environment for users to share their personal stories.

3.3 Alternatives and Competition

The market for platforms that facilitate the sharing and listening of personal stories is competitive, with several existing alternatives available to users. One alternative is social media platforms such as Facebook and Instagram, which allow users to share updates, photos, and stories with their network of friends and family. However, these platforms lack the specific features and functionalities that are tailored to the needs of families and loved ones who seek to connect through personal storytelling. Other competitors in the market include dedicated apps and websites such as StoryWorth and FamilySearch, which offer similar functionalities to the Keepsake project. However, the Keepsake project aims to differentiate itself from its competitors by providing a user-friendly, intuitive interface that prioritizes accessibility, ease-of-use, and privacy protection. Additionally, the app will offer unique features such as language customization, interactive feed page, and a simple, streamlined sharing process. By providing these value propositions, the Keepsake project aims to establish a strong competitive edge in the market for personal story sharing platforms.

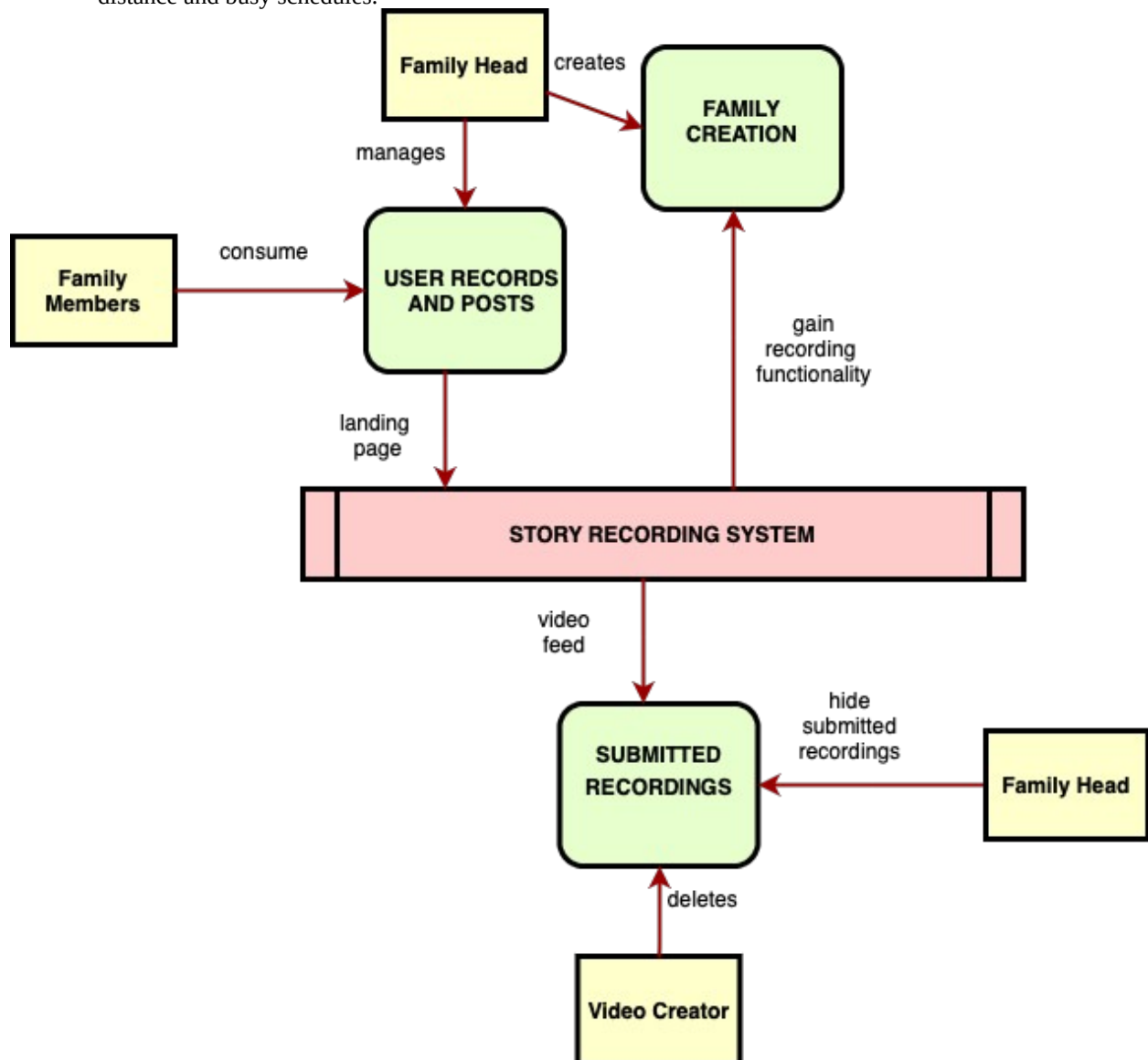
4. Scope and Limitations

The scope of the Keepsake project is to develop a platform that facilitates the sharing and listening of personal stories among families and loved ones. The platform will enable users to easily create, share, and listen to stories in a user-friendly and accessible way. However, due to time and resource constraints, there are limitations to the scope of the project.

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4.1 Product Perspective

The product perspective of the Keepsake project involves enabling the sharing of personal stories, songs, and readings between grandparents and their grandchildren. The grandchildren's parents will purchase any necessary resources to allow their children to follow along with the grandparents' recordings. From the grandparents' perspective, they will only need a device that can record audio, and once they have completed their recording, they can listen to it to ensure satisfaction. Upon completion, grandparents can share the recording with the family group, which is created by the parents of the grandchildren. This sharing process enables grandparents and grandchildren to connect and bond through personal stories, despite physical distance and busy schedules.



4.2 Major Features / Scope

4.2.1 FE-1: Account creation + authentication

Priority level: HIGH

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Benefit: narrower scope / security

4.2.2 *FE-2: User login page*

Priority level: MEDIUM

Effort: API work required

4.2.3 *FE-3: Page to display pertinent family/account information*

Priority level: MEDIUM

Benefit: home base, organization

4.2.4 *FE-4: Create, view, modify, delete, and archive story recordings*

Priority level: HIGH

4.2.5 *FE-5: Create, view, modify, and manage a family account curated by a user*

Priority level: HIGH

Benefit: increased family interaction

4.3 Deployment Considerations

The deployment of the Keepsake project will involve several key considerations to ensure a smooth and efficient rollout. One of the primary considerations will be the scalability and performance of the application, which will need to support a growing user base and maintain high levels of reliability and responsiveness. Another consideration will be the compatibility of the application with a wide range of devices and operating systems to ensure maximum accessibility for users. Security and privacy will also be a critical consideration, requiring the implementation of robust data protection measures to safeguard user data and prevent unauthorized access. By addressing these considerations, the deployment of the Keepsake project will be able to deliver a high-quality and user-friendly platform for families and loved ones to connect and bond through personal storytelling.