

## Purpose of Document

The purpose of this document is to describe the business requirements necessary for the implementation of the Application. All the business requirements must be reflected in a version of this document in order to be included in the final implementation.

The **purpose** is to ensure

- That the app is designed/developed according to the specifications provided by the client
- All discussions/changes regarding requirements during the initial Requirement Analysis phase are managed in one central document with version tracking

This document is **not for providing**

- competitive analysis for the proposed solution
- market feasibility study of the proposed solution

Version	Updated	Sections updated
V0.1	26/02/2016	• Initial Document Creation

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# Project Background

## Problem Statement

Continued red meat consumption increases the amount of greenhouse gases released due to excessive agriculture exponentially. Due to this increase of greenhouse gases, the damage to the climate is severe and at times, irreparable. This app aims to provide an innovative solution by addressing the root of the problem.

This app looks to motivate people to move from red meat to healthier and climate-friendly dietary choices thereby reducing the amount of CO<sub>2</sub> released in the atmosphere.

This app's "Climatarian Diet" allows people to keep track of the food eaten while also tracking the carbon footprint of the food intake. Users will then be able to understand the amount of CO<sub>2</sub> contributed by their dietary choices.

Appomate, with over 8 years of experience in the online and mobility space would partner with you to make this project a reality. Appomate recommends to follow a lean start up methodology where you can develop the product in stages and test your assumptions early.

## Spirit of the App

Feelings and emotions that the app needs to create:

- Feeling of satisfaction by reducing the amount of red meat consumption.

## Key Objectives –

- Allow users to track carbon footprint generated from users' dietary choices.
- Allow users to be motivated to stick to climate-friendly food choices.

## App Glossary

Climatarian Challenge: The Climatarian challenge is for a total of 31 days. User is given 'X' number of points initially. User loses points based on the amount of meat consumed by him/her. The user wins the challenge if the user does not lose all points. A user fails the challenge if the user loses all points. The aim of the challenge is to motivate users to move to a more climate-friendly diet.

Bus Req ID	Original Business Requirement
<b>User sign up (First Time Users)</b>	
BR 1	User downloads the app from the app store/play store and installs app on device.
BR 2	User will have 2 options to sign up: <ol style="list-style-type: none"> <li>1. Email Sign up</li> <li>2. Facebook Sign up</li> </ol>
BR 3	Option 1: User creates an account by providing email address and password
BR 4	If user signs in using email, user will be required to connect to his/her Facebook account if user intends to view progress of friends and wants to view leader board.
BR 5	Option 2: User creates an account by tapping on "Sign up with Facebook".
BR 6	Once user creates an account, the user is taken through 2-3 walkthrough screens. This is done with a view to help the user understand what the app is all about.
<b>User Forgets Password</b>	
BR 7	User will able to retrieve his/her password by tapping on "Forgot Password?"
BR 8	User will be asked to enter his email address.
BR 9	Once user enters email address, a unique code will be sent to corresponding email address.
BR 10	User enters the unique code within the app to reset the password.
BR 11	User will enter new password and confirm it.
BR 12	User receives a successful password reset message in the app.
<b>User Log in</b>	
BR 13	User can login using 2 ways: <ol style="list-style-type: none"> <li>1. Email Login</li> <li>2. Facebook login</li> </ol>

BR 14	Option 1: User enters email address and password and clicks on "Log in".
BR 15	Option 2: User clicks on "Login with Facebook".
<b>User Profile Setup</b>	
BR 16	If user is first time user and has signed up by entering email address, user is required to setup his profile.
BR 17	User will be able to upload his image as a profile picture.
<b>User participates in the "Climatarian Challenge"</b>	
BR 18	Once user sets up his profile, user is ready to begin the "Climatarian Challenge". The challenge is for every 31 days.
BR 19	User is initially awarded a fixed number of "points" equivalent to a diet associated with a low carbon footprint.
BR 20	The user's dashboard displays the remaining points the user has currently.
BR 21	The user's dashboard also displays the number of points used up by the user.
BR 22	User will be able to keep track of the food eaten. It will be divided into four categories: <ol style="list-style-type: none"> <li>1. Breakfast</li> <li>2. Lunch</li> <li>3. Snack</li> <li>4. Dinner</li> </ol>
BR 23	User will be required to input ingredients of every meal to keep track. Example: User will be able to add food eaten at breakfast. User enters Beef Burger as the breakfast.
BR 24	User will be required to enter size of each meal. Example: If user has had a beef burger for breakfast, user inputs 200g as the size of the meal.
BR 25	User will be able to save a meal after entering the ingredients of a meal so that the user does not need to enter the ingredients every day.
BR 26	User will be able to reselect the saved meal.
BR 27	User will be able to tweak two or three ingredients of the saved meal after reselecting if they are identical.
BR 28	User will receive a congratulations message if user successfully completes the challenge.  NOTE: User is successful when user has more than zero points remaining.

## User tracks food consumption

BR 29	App keeps track of meals and deducts carbon points from total points depending on what the user eats (user's meals).
BR 30	User will have a visual indication like graphs showing point fluctuations every month. User will be able to view where he/she has utilized more points.
BR 31	User will be provided tips and suggestions as he/she progresses through the challenge. This is with an aim to keep users motivated.
BR 32	At the end of 31 days, user will be able to view a summary of progress.
BR 33	User will be able to retake the challenge if he/she failed or he/she wants to do better. NOTE: A user fails a challenge if the user loses all points.
BR 34	User will be able to retake the challenge at any point in time.
BR 35	When user retakes the challenge, user is awarded the same set of initial points as in BR19.
BR 36	User will be able to login at any time and check his/her progress during the user's challenge.

## User connects on Facebook

BR 37	User will be able to share his progress on Facebook.
BR 38	User will be able to check the progress of friends if user is connected to Facebook. NOTE: For the user to view his/her friends' progress, the friend must also be connected to Facebook.
BR 39	User will be able to search for his friends.
BR 40	User will be able to see his/her friends' remaining points.
BR 41	User will be able to see which day of the challenge his/her friends are on.
BR 42	User will be able to see how his/her friends compares to the user on any day of the challenge. For example, user will be able to compare and check if the user was at the same stage as them half way down the challenge.
BR 43	User will be able to invite his Facebook friends if user is connected to Facebook.

## Challenge Leader Board

BR 44	User will be able to view a leaderboard which ranks the user and Facebook friends using the app.
BR 45	The app will rank users based on number of points remaining and number of challenge days completed.

## Less Meat Less Heat Admin

BR 46	Admin will be able to add/delete users.
BR 47	Admin will be able to view every user's points for the leader board.
BR 48	Admin will be able to add/delete foods to the database.
BR 49	Admin will be able assign/reassign carbon footprint to all foods.

## Assumptions

Assumption ID	Assumption	Impacted Requirement
A 1	The number for initial points to be given to users will be decided by client.	BR 19
A 2	Every Challenge is for 31 days.	
A 3	There is no payment gateway.	
A 4	There is only one challenge.	
A 5	Algorithm to calculate number of points to be deducted based on meal and meal size will be provided by the client.	BR 28
A 6	Tips to be provided to the user will be given by client.	BR 30
A 7	Tips will be provided at regular intervals to the user. The interval is to be confirmed.	BR 30

## App Scope

App Scope ID	Scope	Comment
S1.	Platforms:	1. iPhone 2. Android
S2.	Promo website and landing page	Yes
S3.	Cloud back up	Yes

S4.	2-3 intro screens	Yes
S5.	Basic Analytics	Yes
S6.	3 <sup>rd</sup> Party Integration	No
S7.	Content Writing	No
S8.	Hosting – AWS	Yes
S9.	Load testing	No
S10.	Web CMS	Yes
S11.	UI Design	Yes

## Payment Processing Requirements

- N/A