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# CREATING A BRIEF FOR COMMUNITY SOFTWARE REQUIREMENT

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- A Publication of Tribe Community Platform -

# PREFACE

It can be intimidating to start a new project from an absolutely clean slate. Hence, ideally you would be searching for a template to create a community platform requirement document - or at least get inspired from.

At Tribe, we want to help you with our domain knowledge of community building, so that you'd be more focused on creating the perfect document for your business case. A vital element of this template is about minimizing the time and energy you'd spent by presenting the correct set of checklists for transforming the idea of community to a live community site.

## BRIEF FOR COMMUNITY SOFTWARE REQUIREMENT

<b>Date:</b>		<b>Point of contact:</b>	
<b>Go-live date:</b>		<b>Community required for:</b>	Site or product name.
<b>Potential services required from the vendor:</b>	<p>Examples:</p> <ul style="list-style-type: none"> <li>- Community software</li> <li>- Feature development</li> <li>- Setup</li> <li>- Design</li> </ul>	<b>In-house tech team contacts:</b>	
<b>Assets required for community:</b>	<p>Examples:</p> <ul style="list-style-type: none"> <li>- Branding guidelines</li> <li>- Content and editorial principles</li> <li>- ROI and success criteria</li> <li>- Moderation guidelines</li> <li>- User persona</li> <li>- Outline of the community structure</li> </ul>	<b>Critical requirements:</b>	<p>Examples:</p> <ul style="list-style-type: none"> <li>- Access via website subdomain</li> <li>- Seamless merging based on branding guidelines</li> <li>- Community experience inside the website</li> <li>- Fully integrated with website menu</li> <li>- Integration with CRM software, web analytics, and messaging app.</li> <li>- API access</li> <li>- Content optimized for search engines</li> <li>- Gamification</li> </ul>

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# JUSTIFICATION FOR COMMUNITY

Elaborate on why your business needs a community. Point out 2-3 key reasons.

## Sample

**A sense of belonging:** We need to instill a strong sense of belonging in our customers by providing a safe, secure, and highly engaging environment. It should act as a foundation to allow the members of the community form valuable network which would again translate to a strong support network for our retail business.

**Superior social experience:** This is essential as we understand that the experience of discovering a product, seeking views from peers and purchasing a new product can be bolstered via community touchpoints. The knowledge of the experienced customers and the understanding of the larger issues that we're trying to solve can be valuable for new buyers. This complete experience must be devoid of any type of spammers or scammers.

**Complete control over the community:** Although we have a customer community on Slack, it suffers from the following issues: closed environment, lack of knowledge discovery, poor searchability, insufficient moderation capability, no adherence to branding guidelines, inferior insight generation via analytics.

# THE IDEAL USER DEMOGRAPHICS

Describe the demographics of the users for your community – location and age groups to educational background and professional status.

## Sample

Predominantly our customers are graduates and fall in the 21-30, 31-40 age groups. Professionally they are mostly from academia, working more than 40 or more hours per week. They are from the following countries:

- USA
- UK
- Australia
- UAE
- Singapore

# USER INSIGHTS

List out the major pain points of your users, their common objections, and goals.

## Sample

Our customers currently don't have one unified area to read reviews, feedback, ask questions and get answers on logistics companies, in a way Yelp allows people to read restaurant reviews. They also need to balance cost while hiring and engaging with high quality logistics partners.

# PROBLEM-SOLUTION FITMENT

Lay out the concrete solutions your community will offer to the users and how that would solve their problems.

## Solution

Our community will accept membership from verified users of logistics vendors who will help each other by providing honest feedback on the vendors, answering various questions on selecting the partners, and establishing the correct process.

# COMMUNITY FEATURES

## Sample (limited list of features)

- Fully embeddable in the main website
- Completely customizable
- Gamification
- Social log in
- API
- Third party app integrations
- Custom integrations
- Question and answers
- SEO best practices

# NON-NEGOTIABLE COMMUNITY ELEMENTS

Note down how critical aspects of your business (mission, values, brand guidelines, etc.) should be in sync with the community.

## Sample

**Given below are our values and they must be reflected in our community:**

*Openness:* Provide a common sense of purpose and identity for long-term direction.

*Helpfulness:* Honest internal and external communication with peer networks that fosters value delivery to the members.

*Consultative:* We are committed to a culture of consultative help.

**We must adhere to the following brand guidelines:**

*Brand colors:* Blue and white theme.

*Logo and style:* Uniform color across all of the touchpoints and the logo must be used in as is format without distorting the dimension or color.

# USER STORIES

Summarize different set of users who will be using the community, their intended actions on the community and why they would be performing those actions. These user stories can also contain sub user stories.

## Sample

- As a member, I want to ask questions on my domain-specific processes so that I get actionable insights from other experienced peers.
- As a member I should be able to search and find out previous discussions on the topic of my choice.
- As a moderator I should be able to warn and ban unruly members so that our community remains a safe place.

# SUCCESS CRITERIA

Establish the key metrics that you'd be tracking for ROI calculation and showcase the value delivered in terms of targeted business growth.

## Sample

- Deflect support queries by 30%.
- Increase quarter-over-quarter user acquisition by 5%
- Increase year-over-year brand recall rate by 20%

# MODERATION GUIDELINES

Summarize different set of users who will be using the community, their intended actions on the community and why they would be performing those actions. These user stories can also contain sub user stories.

## Sample

- As a member, I want to ask questions on my domain-specific processes so that I get actionable insights from other experienced peers.
- As a member I should be able to search and find out previous discussions on the topic of my choice.
- As a member I should be able to follow certain members so that I can be in the loop when they share their knowledge and interact with the community.
- As a moderator I should be able to warn and ban unruly members so that our community remains a safe place.

# CONTENT GUIDELINES

Set the tone of your community's messaging along with types of content and the way images and videos will be presented. This should be in line with your brand personality.

## Sample

- Whenever you are making any recommendation, ensure that your affiliation is disclosed..



- Do not link to your products and sites in the answers as we want to ensure the community should only be used learning and building networks. There can be exceptions in the following cases:
  - when the question demands links to potential solutions
  - you are summarizing your article in the answer and linking to it
- Do not tarnish the image of any other member.
- No promotional language, i.e., we won't accept posts where the sole purpose is to promote your product or service.

## BUDGET

Establish the amount of capital you are ready to invest based on your requirements.

## TIMELINE

Item	Deliverables	Date
Brief provided to stakeholders	<ul style="list-style-type: none"> <li>• Brief</li> <li>• Answering questions and incorporating feedback</li> </ul>	
Request for proposal and discussion with vendors	<ul style="list-style-type: none"> <li>• Initial Ideas</li> <li>• Discussion of features, pricing and timelines.</li> </ul>	
Development and configuration	<ul style="list-style-type: none"> <li>• Look / branding</li> <li>• Features</li> <li>• Implementation</li> <li>• Moderation establishment</li> </ul>	
Test	Execution of predefined test cases	
Production	Go live with the community and invite users	
Promotion and metric tracking	Promote the community and track the metrics as an ongoing activity	

Tribe offers complete toolkit to build customized online communities.

Learn how we're powering leading branded online communities with extensive customization options, native apps, embeddable widgets and API-first approach.

GET STARTED WITH A DEMO

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