

# Marketing Requirements Document

## SUMMONER

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Author: Riggs Eckelberry

### 1.0 Scope

This is the Marketing Requirements Document for the multi-generational development and marketing of SUMMONER, Versions 1.0 and 2.0. It comprises requirements for both releases, including maintenance upgrades, multiple license packages and upgrade versions.

SUMMONER is the codename for a full-functioned Windows-based consumer-level PC diagnostic application. It is intended to create the kind of penetration in the Windows-based diagnostics field that QEMM has accomplished in memory management. This can only be done by offering a clear step forward in PC diagnostics.

- ◆ Version 1.0 will align us with present-generation products.
- ◆ Version 2.0 will provide the step forward.

Competent present-generation diagnostics programs already offer what, by survey, users want:

- accurately diagnose problems
- provide system information
- track down hardware malfunctions & pinpoint problems
- ...with a low level of user expertise required
- ...and non-technical explanations of the problem
- ...and (hopefully) some suggestions about what to do.

Version 1.0 of SUMMONER will accomplish these objectives. In addition, it will run safely and accurately under Win95, without actually interacting with its advanced features.

Any next generation product, therefore SUMMONER version 2.0, must do much more:

- actually interact with Win95's Control Panel and Regedit functions; while maintaining full backward compatibility to Win 3.xx;
- greatly improve data presentation, with a summary-to-detail hierarchy;
- back up the diagnostic data with a comprehensive knowledgebase;
- go beyond suggestions to actually fixing things;
- actually tackle the Big One: GPFs.
- provide realtime monitoring of various indicators;
- help the user deal with the complex issues of multimedia and networking;
- have a highly intuitive, appealing and state-of-the-art look and feel;
- and provide a host of special features, such as a reboot mode, wrap plugs, a rescue disk, Application Tuning, an on-line site, 1-900 support services, CD-ROM companion products, and bookware.

Many of these features are already implemented to some degree in other diagnostic products. We must recognize that Win95, by standardly offering considerable system information and device management, has raised the ante in diagnostics, and that little time remains to actually implement the next wave.

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At this stage of planning, SUMMONER will be built up from an existing WIN product. This will enable us to go to market immediately with a current-generation product, while moving fast to develop **The Killer Diagnostic for the Win95 generation**.

### Our Existing Diagnostic Product:

The evolution of this segment is completely outstripping Manifest for Windows, to the point that this product can safely be left in QEMM and other offerings, without cannibalizing our diagnostic business. The alternative would be complete abandonment of the product. It might as well continue to add value where it can.

### 2.0 Product Release Strategy

Our release strategy is not fully fixed. It may be possible to purchasing an existing competent product and re-publish it very quickly, in time for Christmas channel.

This document assumes that this will not happen and that the existing product, after being acquired and brought up to Quarterdeck product standards (including basic Win95 compatibility), will be released as SUMMONER Version 1.0 in January 1996. This will enable us to stake out market share.

Once Version 1.0 is fairly fixed as a product, we must begin our concurrent effort to develop our next generation product. SUMMONER 2.0 will be that product. It must achieve release by late summer of 1996, so as to be positioned for a big fall splash.

Both versions will be released through Quarterdeck's standard channels of distribution world-wide. In each case, French, UK and German versions will be released simultaneous to the US version. At the time of the release, the following versions will need to be completed:

#### Version 1.0:

SUMMONER Version 1	5.25" version
SUMMONER Version 1	3.5" version

#### Version 2.0:

SUMMONER Version 2	5.25" version
SUMMONER Version 2	3.5" version

### Upgrades

SUMMONER Version 1.0 is a new product. Only competitive upgrades will be offered.

Registered owners of Version 1.0 will be permitted to upgrade to 2.0

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### 2.1 Multi-Version Release Overview

**Product: SUMMONER Versions 1.0 & 2.0**

#### **Current Market Conditions**

Windows is the dominant PC operating environment, used on at least 80% of the installed 386/486 base of PCs. Windows support is essential for any software product as users continue to migrate to this platform.

In the fourth Quarter of 1995, a new release of Windows, Windows 95, will be released by Microsoft. This new version of Windows includes substantial enhancements to the Windows environment. It is expected that WIN95 will be installed on at least 10 million PCs by the end of 1995. It is perceived in the marketplace as the next platform of choice.

Win95 supplies far more diagnostic help to the user, in the form of system information and device management. As the platform of choice, it defines what we must offer: a product that picks up where it leaves off, and adds solid perceived value.

Our strategy must be to cover the existing requirements with a present-generation product, while developing a product that will meet the standards that Win95 and other trends (such as multimedia and advanced games) will be setting throughout the rest of 1995 and 1996.

#### **The nature of enhancements in SUMMONER Version 1:**

We are purchasing a product. It is not clear at this time what enhancements will be required to make this product releasable as SUMMONER Version 1.0.

#### **The nature of enhancements in SUMMONER Version 2:**

SUMMONER Version 2.0 will incorporate the following enhancements:

- actually interact with Win95's Control Panel and Regedit functions; while maintaining full backward compatibility to Win 3.xx;
- greatly improve data presentation, with a summary-to-detail hierarchy;
- back up the diagnostic data with a comprehensive knowledgebase;
- go beyond suggestions to actually fixing things;
- actually tackle the Big One: GPFs.
- provide realtime monitoring of various indicators;
- help the user deal with the complex issues of multimedia and networking; have a highly intuitive, appealing and state-of-the-art look and feel; and provide a host of special features, such as a reboot mode, wrap plugs, a rescue disk, Application Tuning, an on-line site, 1-900 support services, CD-ROM companion products, and bookware.

#### **Timeframe constraints**

It is critical to release Version 1.0 by January of 1996.

It is critical to release Version 2.0 by September 1 of 1996.

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**Currently unresolved issues.**  
undetermined as this time.

### 3.1 Functional Requirements

Priorities of requirement.

- Priority 0 -- absolutely must be in release.
- Priority 1 -- Highly desirable, should consider removing from release only if amount of effort required is not consistent with timeframe requirements.
- Priority 2 -- Desirable for this release, should include if time and resources permit.
- Priority 3 -- Desirable marketing feature, may be a later upgrade.

FEATURE	TYPE		V 1.0	V 2.0
SYSTEM INFO BENCHMARKING PROBLEM DIAGNOSIS	BASIC	<ul style="list-style-type: none"> <li>• Baselines to previous configs, standard systems</li> <li>• CPUs to 686, clones, coprocessors, Power PC?</li> <li>• BIOS data, CMOS</li> <li>• IRQ, I/O, DMA</li> <li>• Memory - base, upper, extended, high mem alloc, cache, ROM</li> <li>• Bus (ISA, EISA, VESA, PCI)</li> <li>• Video Adapter &amp; RAM</li> <li>• Ports, serial (UART type &amp; throughput), parallel (enhanced)</li> <li>• Mice &amp; Other Pointing Devices</li> <li>• Modem/FAX, type &amp; speed, command set compatibility</li> <li>• Sound Card &amp; Audio Devices</li> <li>• Hard Drive(s), SCSI/IDE/Fast IDE/ATA - incl. partitions, utilization</li> <li>• Other Drives: RAM, Floppy, CD-ROM (CD Certify Disk)</li> </ul>		
	ADVANCED	<ul style="list-style-type: none"> <li>• Network Card</li> <li>• Backup Devices: tape, CD, optical</li> <li>• Scanners</li> <li>• Legacy &amp; Exotic Devices: Bernoulli/Syquest/Floptical, RLL/MFM etc.</li> <li>• Multimedia (integration of audio/video/MIDI/WAVE/Game hardware)</li> </ul>		
	DOSWIN	<ul style="list-style-type: none"> <li>• Network data, drives, snooping?</li> <li>• WIN95 aware, Control Panel compatible</li> <li>• Memory Manager</li> <li>• Config.sys, Autoexec.bat, Environment</li> <li>• DOS Device Drivers, TSRs, Open Files</li> <li>• WIN Setup Info</li> <li>• Caching (32-bit, smartdrv, legacy caches)</li> </ul>		
REALTIME MONITORS	REQUIREMENTS	<ul style="list-style-type: none"> <li>• Small &amp; Unobtrusive, don't add to the problem</li> <li>• User can set what to track</li> <li>• Print a snapshot of system state</li> </ul>		
	PERFORMANCE TRACKING	<ul style="list-style-type: none"> <li>• Processor Load</li> <li>• Cache Hit Rate</li> <li>• Throughputs: Bus, Drives, Comm, Printing, Network</li> </ul>		

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FEATURE	TYPE		V 1.0	V 2.0
	WIN RESOURCES TRACKING	<ul style="list-style-type: none"> <li>• System (Total Mem, Physical Mem, Hits On Virtual Mem)</li> <li>• Heaps: GDI, User, Progman</li> <li>• Optimize Memory &amp; Resources (on demand, at intervals)</li> <li>• GPF precursor events monitor (similar to Clean Sweep Superlinks)</li> </ul>		
REMEDY	KNOWLEDGEBASE  SPECIFIC SUGGESTIONS  FIX IT!	<ul style="list-style-type: none"> <li>• Looks like Win95 Help (hyperlinked, tabbed)</li> <li>• Context Specific</li> <li>• Access to Monitoring Logs</li> <li>• Full Glossary &amp; Definitions</li> <li>• Multimedia Instruction (CD-ROM?)</li> <li>• Clearly reflect machine and situation in suggestions (no boilerplate)</li> <li>• Hierarchy of Remedies: simple⇒adventurous⇒technical</li> <li>• Config &amp; INI files: assist with expert info on functions, poss. problems</li> <li>• GPFs: make recommendations based on event trapping</li> <li>• Point to Outside Resources: driver sources, vendor numbers, service network/consultant listings</li> <li>• Installation Expert - help on installing new devices</li> <li>• Memory Management: auto-link to QEMM</li> <li>• DLL clutter, bloated Windows: auto-link to Clean Sweep</li> <li>• INI Tuning based on type of usage</li> <li>• WIN95: RegEdit Expert</li> <li>• GPF Remedy: execute recommendations based on event trapping</li> </ul>		
OTHER	PRESENTATION  REPORTS  DOCUMENTATION	<ul style="list-style-type: none"> <li>• Intuitive, non-technical</li> <li>• Summary-to-Detail hierarchy</li> <li>• Analog Displays and Tools</li> <li>• Stylin' Color &amp; Animation</li> <li>• Summary or Full Detail</li> <li>• Date/Time/Machine/Function info in Header/Footers</li> <li>• Print All Reports Option, deselect unwanted reports</li> <li>• Print button in every screen</li> <li>• Reports duplicate displayed data</li> <li>• Print event logs</li> <li>• Set Capture function to report all diag events to file/printer</li> <li>• Contextual Help</li> <li>• On-Screen Help</li> <li>• Simple Procedural Guide</li> <li>• Problem Index</li> <li>• Full Reference Library (codes, reference tables, error information)</li> <li>• Hardware setup diagrams</li> </ul>		
SPECIAL FEATURES	REBOOT/BYPASS MODE WRAP PLUGS RESCUE DISK  WIN APPLIC. TUNING	<ul style="list-style-type: none"> <li>• Optional Mode to find conflicts without DOS intervention.</li> <li>• Included?</li> <li>• Make Bootable Disk with all config. files</li> <li>• Save CMOS</li> <li>• Provide Recommendations and actually fix WIN Applications</li> </ul>		

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FEATURE	TYPE		V 1.0	V 2.0
	ON-LINE SITE	<ul style="list-style-type: none"> <li>• Web Site to Add Value (and cross-sell other Qdeck products)</li> <li>• Human on-line help to resolve problems, fee-based. Could be done by contract with existing help desk service.</li> <li>• Computer-Based Multimedia Guide</li> <li>• In-depth Reference Library (bundle existing commercial offerings?)</li> <li>• See "Troubleshooting Your PC", a \$32.95 book which bundles QAPlus.</li> </ul>		
	1-900 SUPPORT SERVICES			
	CD-ROM COMPANION			
	BOOKWARE BUNDLE			

#### 3.2 Software Development Requirements

1. The source code shall be complete and clearly commented.
2. The source code shall be run through Lint and BoundsChecker, and must pass each product's tests.
3. The program shall be built with commercially available tools and/or libraries.
4. Any libraries that are not commercially available must include source code.

#### 3.3 Environmental / Compatibility Requirements

1. Both versions of the product must support any hardware environment on which MS-Windows will run.
2. Both versions of the product must support all versions of DOS on which MS Windows will run, including but not limited to MS-DOS and PC-DOS v. 3.00 and later, DR-DOS 6.0 and Novel DOS 7.0.
3. Both versions of the product must be compatible with all versions of Microsoft Windows 3.1, Windows for WorkGroups 3.1, and Windows 95.
4. Both versions of the product must be compatible with all then-current versions of MS-DOS, IBM PC-DOS and Novell DOS commands and utilities.
5. Both versions of the product must be compatible with MS-Windows 32-bit file access and 32-bit disk access.
6. Both versions of the product must be compatible with Stacker, DoubleSpace, and DriveSpace disk compression utilities, in addition to any other disk compression software that may be included with or compatible with Windows 95.
7. Both versions of the product must be compatible with Program Manager, Sidebar, PC Tools Desktop, and Norton Desktop for Windows.

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9. Both versions of the product must be compatible with all popular networks available at the time of release, including Banyan Vines, Novell Netware, Microsoft LAN Manager and Artisoft's Lantastic. [Special attention must be paid to Windows for Workgroups.](#)
10. Both versions of the product must be compatible with all currently -shipping Quarterdeck products, including QEMM, DESQview, DESQview/X, CleanSweep, Project Normandy, Quixote and Sidebar.
11. Both versions of the product must run in Windows 3.1 Standard Mode, as well as 386 Enhanced Mode.
12. Upgrade requirements are stated in the Product Release Strategy section above.
13. All known common video resolutions must be supported.
14. The Windows portion of the program must run comfortably in the lowest common denominator Windows 95 environment: 4 MBS RAM, 80 MB hard disk.

#### **3.4 Special Quality Assurance Compatibility Requirements**

(None)

#### **3.5 Performance / Resource Requirements**

1. All functions in the program must be available via keyboard or pointing device.
2. The program must not crash itself or the machine, and must not cause Windows General Protection Faults.
3. Both versions of the product must not fail to release Windows System Resources, except for known behavior of the Microsoft Foundation Classes.
4. The package must multitask cooperatively with other applications. No slowdown shall be perceptible to the user.
5. The program shall respond appropriately to inadequate memory conditions and to inadequate disk space. Both versions of the product shall warn the user of the error condition, allow the user to rectify it, or will the user fail to rectify the problem, the program shall refrain from proceeding.
6. The program will act on user requests as quickly as could be expected given the request. This will not be an unusually slow program.

#### **3.6 Internationalisation Requirements**

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Both versions of the product must be released simultaneously in the United States, Canada, France, Germany and the United Kingdom, and thus must be built for fast translation.

A double-byte enabled version will be required at least 60 days after the product's US release.

Internationalized products will share the same code base as the US version.

#### **3.7 Problem Fix Requirements, Both Versions**

1. Before the final release of the program, all bugs marked as priority 10 through 12 in the Quality Assurance bug-tracking database will be fixed. Bugs not fixed, (marked as deferred) must be agreed upon by all parties.
2. Any problems detected during the beta test cycle that conflict with this document or with the Functional Specification must be resolved by release time. [This resolution may include a change to the PRS or the FS.](#)
3. Quarterdeck shall provide problem reports immediately upon request [to all outside developers. Developers within Quarterdeck will have access to the Quality Assurance Bug Tracking System, presently Track Record.](#)
4. Quarterdeck shall assign priorities to bugs with 12 being the highest priority and 1 being the lowest priority. All bugs with priority of 10 through 12 shall be considered "show stoppers" and shall receive immediate attention.
5. Problems that are fixed in a specific beta release will be marked as "fixed" by the developers on the bug report. That bug report will then be sent back to QA for verification at the same time the code with the fix is sent to QA.
6. Beta maintenance releases will be sent to QA in no longer than two week intervals and no more often than one week intervals unless agreed upon by all parties involved.
7. [Bugs shall be fixed as soon as they are found.](#)

#### **3.8 User Documentation Requirements**

No major changes to the current documentation standard are requested in this release. At the present, Documentation is overhauling the look of the documentation, and further comments may be added at a later date.

A functional spec will be required at least 2 months before the documentation goes to the printer.

Quarterdeck QA must proof the documentation before going to press.

#### **3.90 Special Beta Release Requirements**



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1. Each beta test cycle shall last not less than five weeks.
2. There will be at least two outside beta cycles for each version. Both of these releases will have a README file listing the known bugs, fixes from the last release, and a quick guide on how to get up and running.
3. The help, if it is not available, will display a message that says there is no help right now, when the user hits F1 or calls upon help using a menu or button.
4. All known GPFs will be fixed prior to shipping the first beta release to outside testers.
5. All User Interface issues will be resolved before releasing the first official beta.

#### **3.91 Maintenance Release Requirements**

1. No subreleases are planned at this time. As with any new product, there is likely to be a set of bug releases and maintenance fixes that address issues that we will neither recognize nor understand until the product has been in release for some time. As a matter of general policy, we would desire minor bug fixes within 60 days of the first release of each version, and a significant upgrade release within eighteen months.

#### **4.0 Other General Release Requirements**

1. The Install and Help files will be built into the project such that all programs function as described in the appropriate areas in this document.
2. The package is not to be released until agreed upon by all parties involved.
3. Outside developers shall be accessible via, at a minimum, phone, fax, and e-mail during regular working hours, or at times to be mutually agreed upon by Quarterdeck.

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