

ShoppingExperience

2023 Site Update

A dark blue diagonal gradient bar that starts from the bottom left corner and extends towards the top right corner, covering the lower half of the page.

R – requirements
A – analysis
D – document

Purpose

This Requirements Analysis Document outlines the business requirements for “ShoppingExperience” that need to be met for the project to be successful. The intended audience of this document is anyone who is involved in the project team. This document includes project information, business drivers and business requirements, but does not detail the technical requirements for use by the developers.

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Project Description

Project Title: “ShoppingExperience”

Project Objective:

Revamp the current website with an updated UI and additional features to improve user experience and align with current marketing goals. Update site with modern accessibility features

Business Drivers

- Appeal to a wider customer base with updated accessibility features
- Improve conversion rates and simplify the ordering process for customers with the addition of an easy-to-use shopping cart/checkout service.
- Improve data collection capabilities for the marketing team.

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Business Requirements

- Update all content to conform to modern accessibility standards
- Add online ordering capabilities.
- Include optional customer surveys displayed in the order confirmation page after a completed customer purchase.
- Organize data collected during the order checkout process to simplify the order fulfillment procedure.

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Key Contacts

Primary Contact: Kelly Wright – Marketing Team Lead

Technical Contact: John Watts – IT Supervisor

Document Signoff

Marketing Team Lead – Kelly Wright

IT Supervisor – John Watts

Project Design

Define Project Goals

Revamp the current website with an updated UI and additional features to improve user experience and align with current marketing goals.

Determine Outcomes

- Provide updated UI for index.html
- Provide updated UI for shop.html
- Create a cart.html to provide the option for online ordering
- Adhere to modern accessibility standards
- Add optional surveys to the order confirmation page
- Organize data collected during the order checkout process to simplify order fulfillment procedures.

Project Design

Risks and Constraints

- Additional data storage needed to support data collection.
- Time constraint: Project needs to be completed by 7/15/2023 to align with marketing goals.

Project Design

Strategy

Deliverable	Mar				Apr				May				June				July			
	W1	W2	W3	W4	W1	W2	W3	W4	W1	W2	W3	W4	W1	W2	W3	W4	W1	W2	W3	W4
Conduct Research																				
Define Project Scope																				
Team Kickoff Meeting																				
Define Content Hierarchy																				
Create Sitemap																				
Write Content																				
Review Content																				
Build Wireframe																				
Design Pages																				
Review Design																				
Code Site																				
QA Site																				
Review Full Site																				
Make Final Updates																				

Client Estimate				
Project Len. Weeks	Hourly Rate	Expenses	Equipment	Total Estimate
14	\$75.00	\$500.00	\$1,000.00	\$43,500.00

Project Design

Contingency Plan

IT department notified about data storage constraints – Decision on storage service by April 1, 2023.

Project timeline set to complete 2 weeks before deadline to account for any delays.

Milestones

- Define Content Hierarchy due April 21st
- Create Sitemap due April 25th
- Write Content due May 1st
- Review Design due May 18th
- Code Review due June 9th
- Final Updates July 1st