Requirements Analysis Document (RAD)

# 1. 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.

# 2. 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

# 3. 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.

# 4. Key Contacts

Primary Contact: Kelly Wright – Marketing Team Lead

Technical Contact: John Watts – IT Supervisor

# 5. 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.

# 6. Document Signoff

Marketing Team Lead – Kelly Wright

IT Supervisor – John Watts

# 7. Document History

|  |  |  |  |
| --- | --- | --- | --- |
| **Version #** | **Change Details** | **Author** | **Date** |
| 01 | Initial Revision | Cameron Mikel | 03-16-2023 |
|  |  |  |  |
|  |  |  |  |
|  |  |  |  |
|  |  |  |  |
|  |  |  |  |
|  |  |  |  |