Statement of user requirements:

The considered stakeholder(s) for this project are:

- Hot Beans Web (company)
- Hot Beans Web (training)
- Prospective employees

Hot Beans Web requires a new section of their website created as a part of my training. This means that the website must be able to demonstrate the skills to consider all requirements from a given brief. As a result, part of their requirements will be that the website shows that I have considered all possible stakeholders. This means that possible users of the website must be considered, even if there may not be any. So, prospective employees (the target audience for this site) will be considered a stakeholder and have their own set of requirements – as these may conflict with Hot Beans Web (as a company and as a training team).

Hot Beans Web (training) requires a website that demonstrates:

- A consideration for all possible stakeholders / users. This means showing I am able and have considered the stakeholders of this section of their website as if it was going not be used- and not as if it was just a training exercise. This will include considering the needs of all these stakeholders and their importance to the success of the website.
- An understanding and effective execution of web development techniques. This means making a functional website that works well, including using all the relevant tools within the scope of the project to meet the needs of different stakeholders.
- All the skills needed to properly document and manage its planning, creation and evaluation. This means creating detailed and high-quality plans and evaluations of all steps of the process that consider each part of the website and how it contributes to the overall success of it.

Hot Beans Web (company) requires a website that:

- Is easy and cheap to maintain. This includes using the simplest and cheapest methods of meeting the requirements of the process and weighing the value of cutting corners or planned features if they are not justified from a strict cost-benefit evaluation.
- Gets as many users to visit and stay on the website for as long as practically possible. This means increasing traffic to the website and considering the SEO of the website to contribute to its success. This may include implementing features that satisfy possible user requirements or planning content around this goal.
- Results in as many applications from potential employees as practically possible. This means, after prospect employees have visited the page, they use it for the purpose intended by the company – which is to apply for jobs for the company.

Prospective employees require a website that:

- Is easy to understand, navigate and use to fulfil their need for it (for example, apply for a job) as possible. This means making it easy for users to get all the information they need without having to search for it- to make sure that potential employees do not miss information that would have resulted in them applying for jobs at the company.
- Includes a large amount of useful information and content. This means making sure that the users feel informed about the company enough to make decisions about whether to apply/join the company and work for it.
- Is designed well and looks appealing. This means using those website development techniques to show professionalism in the company and give the company a good look to possible employees.
- Is compatible with a variety of browsers and devices so the users can access the website on whatever device using whatever browser they have available to them at that time.