

Functional specification

A functional specification (or sometimes functional specifications) is a formal document used to describe in detail for software developers a product's intended capabilities, appearance, and interactions with users. I worked with Mr. Feisal Hasham to produce this document which describes the context, purpose and audience for the multimedia product. In this document, I have attempted to describe the product in detail and set out clear measurable success criteria.

The purpose of the multimedia product

The fact that fashion is one of Kenya's most lucrative industry means that the market for the latest fashion trends has great potential and is ever increasing, this product was created to help the company take advantage of this by advertising Athens Inc and helping increase its client base. Apart from this, the project also has several other purposes, these are;

- A section that allows users to offer their feedback to the company, which is the contact page.
- A gallery displaying a wide array of the goods the company offers and will also include a purchasing option.
- The contact page will also include social media handles and the company's email address and the locational addresses so that customers can contact the company more easily.
- The product will be available for use 24 hours a day, allowing the customers to access it at any time of the day
- An 'about us' section that will present users with some information about Athens Inc. and its genesis.
- A 'store' page that will be where the customer input their details, their email address and the category they would like to choose from, in order for them to proceed with their purchase.

The information the product will supply

- A brief overview of Athens Inc and how it was founded.
- A gallery showcasing the goods and services it offers.

- All Contact details and location of the company.
- It will also have the offers that the company has, and sales.
- A video that has some of the products that the company has to offer.

How the information will be presented

The multimedia product will be presented through html format and will have a resolution of 1024x768 so that it can be used on a variety of screens.

The information displayed on the product is carefully selected so that it is short and concise so it doesn't bore users. It will be presented through text, images and videos.

How the product will be used

The product is designed to make using it a simple and enjoyable experience. While most of the guidelines are present in the user manual document below are the details worth mentioning about the product use.

The product should be accessed using a web-browser with a flash player installed. With all the information clearly outlined on the website there is no need for a navigation window to show how the user should access the information that will be displayed through various forms of multimedia such as images and text (this was a suggestion from the client). Users can also use the contact section to send their feedback to the company.

Intended audience

In general, the product is meant to be used by the company's existing clientele and any potential clients. As mentioned before, the product was created to take advantage of Kenya's booming fashion industry and for this reason this product was specifically aimed at anyone who would like to purchase the latest fashion trends, who in this case are the youth, who are the company's most likely clients due to their penchant of buying clothes. Also, the fact that customers are more likely to appreciate the western cultures, they are more likely to buy the "Western" clothes.

Key success criteria

In order to judge the effectiveness of the product as a solution, the following criteria must be met;

- The project must be completed on time.
- All objectives must be achieved with exceptional quality.
- The information available should be able to show users what to expect from the company.
- The product should be interactive and must be able to captivate users.
- The product should be user friendly.

Areas of risk

- As mentioned in the project scope, I have just outlined some potential risks:
- The cost of the product must not go over-budget.
- Viruses pose a very serious risk to this project due to the digital nature of the product. Sensitive information will be passed around during and after the project and care must be taken to prevent data leaking into the wrong hands.
- Software issues may arise.
- There may be technical problems such as network failure.
- The greatest risk is that the project will not be completed on time.

Product deliverables

- A multimedia product that carries out its purpose in the most efficient manner possible.
- A soft copy of the user manual and the technical specification.
- A hard copy of the user manual and the technical specification.
- On-site training.

- Final product on a DVD disc.