

Software Requirements Specification (SRS) Document

Project Title: Company Website **Document Version:** 1.1 **Date:** July 8, 2025

1. Introduction

1.1 Purpose

The purpose of this Software Requirements Specification (SRS) document is to provide a comprehensive description of the functionality, content, design, and documentation requirements for the Company Website. The website is a strategic digital platform designed to represent the company's brand online, provide essential company information, showcase products/services, publish news updates, and facilitate communication with various stakeholders.

1.2 Scope

This website is intended to be a responsive, modern, and content-rich platform for a broad range of visitors including potential clients, media, partners, and employees. It will initially be a static website built with HTML5, CSS3, and JavaScript but is designed with future expansion in mind including backend integration and CMS support. The core pages of the website include:

- **Homepage**
- **About Us**
- **Services/Products**
- **News/Blog**
- **Contact Us**

The content must reflect the company's mission, services, updates, and offer clear calls-to-action (CTAs). Govind will be responsible for all content creation, documentation, and coordination with the marketing and development teams.

1.3 Intended Audience

- Web developers and UI designers
- Content writers and marketing team
- QA testers and SEO analysts
- Project managers and stakeholders

1.4 Definitions, Acronyms, and Abbreviations

- **SRS:** Software Requirements Specification
 - **CMS:** Content Management System
 - **CTA:** Call to Action
 - **UI/UX:** User Interface / User Experience
 - **HTML/CSS/JS:** Frontend development languages (HyperText Markup Language, Cascading Style Sheets, JavaScript)
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2. Overall Description

2.1 Website Purpose & Objectives

Primary Purpose:

To serve as the primary online presence for the company, providing vital business information, showcasing services, generating leads, and establishing industry credibility.

Key Objectives:

- Increase brand awareness and visibility.
- Highlight services/products effectively.
- Provide intuitive navigation and user-friendly layout.
- Generate leads through CTAs like "Get a Quote" and "Contact Us."
- Establish trust with potential clients and partners.

2.2 Target Audience

Target Groups:

- Potential clients/customers
- Existing clients
- Business partners/collaborators
- Prospective employees
- Media and press

User Expectations:

- Fast access to contact info
- Clear understanding of company offerings
- Up-to-date and reliable news articles
- Insight into the company's expertise and team

2.3 Operating Environment

- **Browsers Supported:** Chrome, Firefox, Safari, Edge
- **Devices Supported:** Desktop, Tablet, Mobile
- **Languages & Tools:** HTML5, CSS3, JavaScript

2.4 Assumptions and Dependencies

- Content assets (text/images) will be provided.
 - JavaScript is enabled on users' browsers.
 - No backend support in the initial phase.
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3. Functional Requirements

FR1: Homepage

- Catchy welcome message and visual headline
- Highlights core offerings and recent news
- CTAs: "Explore Our Services", "Get a Quote"

FR2: Navigation Bar

- Fixed or sticky header with menu items
- Responsive layout for all screen sizes

FR3: About Us Page

- Includes company history, mission, and vision
- Highlights team members with bios and images
- CTAs: "Meet the Team", "Our Story"

FR4: Services/Products Page

- Detailed breakdown of services or products
- Includes use cases, benefits, and FAQs
- Pricing details (if applicable)
- CTAs: "Learn More", "Request a Demo"

FR5: News/Blog Page

- Chronological list of articles and announcements
- Search/filter options (future enhancement)
- CTAs: "Read More", "Subscribe to Newsletter"

FR6: Contact Us Page

- Contact form: Name, Email, Message
- Display phone, email, address, and map (if applicable)
- CTAs: "Send Message", "Call Us"

4. Non-Functional Requirements

NFR1: Usability

- Simple and intuitive interface
- Accessibility for users with disabilities

NFR2: Performance

- Load within 2 seconds over a 4G network

NFR3: Compatibility

- Uniform appearance and behavior across browsers/devices

NFR4: Maintainability

- Modular and readable code
- Clear file and folder structure

NFR5: Scalability

- Designed with future backend integration in mind

NFR6: Security

- Input sanitization in forms
 - Deployment under HTTPS protocol
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5. Interface Requirements

5.1 User Interface

- Clean, professional design
- Color scheme: Blue/white branding
- CTA buttons styled for visibility

5.2 Software Interface

- Currently no database or APIs
- Future option: Integration with CMS or server

5.3 Hardware Interface

- No special requirements
 - Compatible with standard mobile/desktop hardware
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6. Content Development & Documentation (Govind's Responsibilities)

6.1 Content Creation

- Draft engaging content for all website pages
- Write news articles and announcements
- Ensure tone consistency across sections

6.2 Image Sourcing

- Find royalty-free images that match the theme
- Coordinate with designers for custom graphics

6.3 Documentation

- Maintain guidelines for writing and submission
- Create SOPs for publishing and updating content
- Maintain records of content briefs and approvals

6.4 Collaboration

- Regular updates with marketing team
 - Work with developers to align content with layout
 - Incorporate feedback from stakeholders
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7. Future Enhancements

- Backend integration for storing form submissions
 - Dynamic blog management via CMS
 - Admin panel for content editing
 - Newsletter integration with services like Mailchimp
 - SEO optimization tools and analytics
 - Chat support or chatbot interface
 - Multiple language support for wider reach
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8. Appendices

8.1 References

- W3C HTML/CSS Standards
- Bootstrap Documentation (if used)
- Content Style Guide (internal)

8.2 Contacts

- Project Owner: [Company Name]
 - Content Developer: Govind Yadav
 - Email: contact@companydomain.com
 - Developer/Technical Contact: [To Be Assigned]
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