	What (Content)	How (Function)	Where (Network)	Who (People)	When (Time)	Why (Motivation)
Scope (Contextual)	Written description of stock ordering and order fulfilment information.	Categorisation of best selling items and popular delivery routes.	Identification and description of market locations and delivery boundaries.	Market staff and Delivery service information.	Identification of delivery, staff availability and stock order events.	To provide fresh seafood to the north of England.
Enterprise and Environment (Conceptual)	Stock list and delivery process description.	Conceptual activity model for delivery process and stock ordering.	Structure and relationship of market and delivery locations.	Semantic description of sales and delivery processes.	Sequence and timelines of delivery, staff availability and stock ordering.	To supply and deliver fresh seafood to customers and businesses in Yorkshire.
Sales Information System (Logical Design)	Logical data model for stock list and delivery process.	Entity relationship model of Stock list and deliveries.	Connectivity between sales locations.	Sales information system human-system interface architecture.	Sales Event phases and process components	System functional requirements.
Sales Information Technology (Physical Design)	Physical design for stock list and delivery process model.	Database table and object design.	Sales information system network architecture.	Sales information system human-system interface description.	Sales information system control structures.	System operational requirements.
Sales Information Components (Modules and subsystems)	Stock list and Delivery schedule template.	Relational database for Stock items and delivery notices.	Physical data network components and database location.	System interaction limits and data availability.	Sales information system component timing descriptions	Technical requirements.
Functioning Sales Information System	Functioning stock list and delivery schedule.	Stock information and delivery record database.	Market locations.	Hierarchical staff list and courier details.	Work rota and delivery Schedule.	Technology operational requirements.