PROJECT DESIGN PHASE-II

Solution Requirements (Functional & Non-functional)

Date	01 November 2023
Team ID	NM2023TMID04508
Project Name	How to add a Google Analytics to a Website

Functional Requirements:

Following are the functional requirements of the proposed solution.

Requirement Type	Description
Tracking Code	Integrate Google Analytics tracking code on all pages of the LAP CHAMP website to collect data on user interactions.
Pageviews	Track the number of pageviews for each page, including the homepage, menu, contact, and order pages.
Events Tracking	Implement event tracking for user actions, such as clicks on 'Order Now' buttons and form submissions.
E-commerce Tracking	Enable e-commerce tracking to monitor online orders and revenue generated by the website.
Goals and Conversions	Set up goals and conversion tracking, such as successful order completions and contact form submissions.

Non-functional Requirements:

Following are the non-functional requirements of the proposed solution.

Requirement Type	Description
Performance	Ensure that Google Analytics does not significantly impact the website's loading speed.
Data Accuracy	Verify that data collected by Google Analytics is accurate and reflects real user interactions.
Privacy Compliance	Comply with data privacy regulations, such as GDPR, by anonymizing IP addresses and providing a clear privacy policy
User Permissions	Restrict access to Google Analytics data to authorized personnel only and implement user access control.
Data Retention	Data retention policies in accordance with business needs and legal requirements
Custom Reports	Create custom reports and dashboards to analyze data specific to LAP CHAMP business objectives.
Training and Support	Provide training to staff responsible for analyzing Google Analytics data and ensure ongoing support for any issues.