**Solution Requirements Document**

**Project: Zealand Immigration Website and Integration**

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**1 Scope**

The purpose of this document is to outline the solution requirements for the redesign and integration of the Zealand Immigration Services website. The project aims to address the challenges of managing operations and client interactions efficiently by streamlining processes, ensuring seamless data integration, and enhancing client communication channels.

1.1 Context Diagram

Take from Business Requirements

* Immigration New Zealand: Sets visa requirements and processes visa applications.
* Customers: Use the service to apply for visas.
* Website Development Company: Builds, manages, and maintains the website.
* Zoho CRM: Manages Customer Relationship Management.
* Stripe: 3rd party online payment company.

1.2 Stakeholder List

Direct Stakeholders:

* Individual Clients: Users seeking advice and assistance on visa applications.
* Business Clients: Companies seeking advice and assistance on visa applications for potential employees.
* Front Office Staff: Handle interactions with clients, process payments, and provide information.
* Agents: Consult potential clients, process applications, and provide customer support.
* General Manager: Manages digital marketing strategy and ensures the website provides a good user experience.
* Zoho CRM: Manages Customer Relationship Management.
* Stripe: Payment gateway for handling customer payments.
* Indirect/Strategic Stakeholders:
* Owners/Executive Management: Key decision-makers influencing strategic direction and resource allocation.
* New Zealand Immigration: Government agency that processes visa applications and sets legal compliance standards.

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1.3 User Roles

To Do Diagram.  
  
Individual Clients

* Description: Individuals seeking advice and assistance on visa applications.
* Responsibilities:
  + Access the website to find relevant visa information.
  + Complete and submit forms for consultations or applications.
  + Make payments via the website.
  + Communicate with agents and track application status.

Business Clients

* Description: Companies seeking advice and assistance on visa applications for potential employees.
* Responsibilities:
  + Access the website to find relevant visa information for employees.
  + Complete and submit forms for consultations or applications.
  + Make payments via the website.
  + Communicate with agents and track application status.

Front Office Staff

* Description: Employees handling interactions with clients, processing payments, and providing information.
* Responsibilities:
  + Manage client interactions and provide assistance.
  + Process payments and reconcile transactions.
  + Update client records in the CRM system.
  + Provide feedback to agents and the general manager.

Agents

* Description: Consultants processing visa applications and providing customer support.
* Responsibilities:
  + Consult with potential clients and provide advice.
  + Process visa applications and manage client documents.
  + Provide feedback on website content and functionality.
  + Communicate with clients regarding application status and updates.

General Manager

* Description: Oversees digital marketing strategy and ensures the website provides a good user experience.
* Responsibilities:
  + Oversee the digital marketing strategy to drive website traffic.
  + Ensure the website content is relevant and up-to-date.
  + Provide feedback on website design and functionality.
  + Coordinate with external developers and in-house teams.

Website Development Company

* Description: External agency responsible for developing, managing, and maintaining the website.
* Responsibilities:
  + Develop and implement website design and functionality.
  + Ensure the website is maintained and updated as required.
  + Integrate the website with external systems like Zoho CRM and Stripe.
  + Provide technical support and troubleshooting.

Zoho CRM

* Description: External software managing Customer Relationship Management.
* Responsibilities:
  + Manage customer records and interaction history.
  + Facilitate communication between clients and agents.
  + Integrate with the website to automate processes.
  + Provide data for analytics and reporting.

Stripe

* Description: Payment gateway for handling customer payments.
* Responsibilities:
  + Process payments made by clients via the website.
  + Provide transaction records for reconciliation.
  + Ensure secure and reliable payment processing.
  + Integrate with the website and CRM system.

1.4 Release Scope

1.4.1 Business Processes

The core business processes for each iteration of the Zealand Immigration website redesign and integration project are as follows:

First Iteration:

BP1. Implement Responsive Design

* Activity: Ensure the website is optimized for all devices, providing a seamless experience on mobile, tablet, and desktop.
* Outcome: Users can easily access and navigate the website from any device.

BP2. Develop Modern UI

* Activity: Create a visually appealing interface using contemporary design principles.
* Outcome: Improved visual appeal and user engagement.

BP3. Improve UX with Better Navigation

* Activity: Redesign the website’s navigation structure for intuitive user journeys.
* Outcome: Users can easily find information, enhancing overall user satisfaction.

BP4. Provide More Relevant Content Based on Metrics and Feedback

* Activity: Update and organize content to ensure it is relevant and useful, making it easy for users to spot which section is relevant to them based on common user needs.
* Outcome: Users find up-to-date and pertinent information easily, improving their ability to understand and access the information they need.

BP5. Streamline Automated Communication and Integrate with Zoho CRM

* Activity: Implement automated email and messaging systems for user notifications and updates. Enable the website to support tasks triggered by Zoho CRM notifications, such as making payments, requesting callbacks, uploading documents, and requesting status updates.
* Outcome: Efficient and timely communication with users, reducing manual effort. Users can easily complete tasks via the website based on notifications received from Zoho CRM.

BP6. Implement a Content Management System (CMS)

* Activity: Develop and integrate a CMS to allow the internal team to access, change content, and make posts easily.
* Outcome: The internal team can update website content, improving SEO and marketing efforts.

In iterations two and three, the focus will be on analysis, design, and strategic planning, rather than the implementation of new business processes. These iterations aim to evaluate the effectiveness of the current design, explore alternatives, and plan for future functionalities that align with business goals

1.4.2 User Stories

Iteration 1:

* User Story 1: Responsive Design
* As a user,
* I want the website to be accessible and easy to navigate on my mobile device,
* So that I can get the information I need regardless of the device I am using.

User Story 2: Modern UI

* As a user,
* I want the website to have a modern and visually appealing interface,
* So that I feel more engaged and find it enjoyable to use.

User Story 3: Improved Navigation

* As a user,
* I want to easily navigate through the website,
* So that I can quickly find the information I am looking for.

User Story 4: Relevant Content

* As a user,
* I want the website content to be up-to-date and organized in a way that is easy to understand,
* So that I can quickly spot which section is relevant to me based on my needs.

User Story 5: Automated Communication and Task Integration

* As a user,
* I want to receive automated notifications and updates and be able to perform tasks like making payments, requesting callbacks, uploading documents, and requesting status updates via the website,
* So that I can efficiently respond to notifications and complete necessary actions.

User Story 6: CMS for Internal Team

* As an internal team member,
* I want to easily access and update website content,
* So that I can keep the website current, improve SEO, and enhance our marketing efforts.

In iterations two and three, the user stories will focus on evaluation, analysis, and design improvements, and thus will not include new user stories until the implementation of the chosen design and functionality in future iterations.

1.5 Product Backlog

1.5.1 User Stories

While Iteration 1 covers the immediate improvements and features needed for the Zealand Immigration website, future user stories focus on potential enhancements for stakeholders beyond the current project's timeframe to be investigated in iterations two and three.

**Advanced User Interaction**

* User Story: As a user, I want the website to use AI to provide personalized assistance and recommendations,
* So that I can receive help tailored to my specific needs without extensive manual searching.

Enhanced Integration with External Systems

* User Story: As an internal team member, I want the website to seamlessly integrate with multiple external systems (e.g., government databases, payment gateways),
* So that I can manage and streamline operations more effectively.

Multilingual Support

* User Story: As a non-English speaking user, I want the website to be available in multiple languages,
* So that I can understand and access the information in my native language.

Enhanced Security Features

* User Story: As a user, I want the website to have enhanced security measures,
* So that my personal information and transactions are secure.

Comprehensive User Analytics

* User Story: As a business analyst, I want to access detailed user behavior analytics,
* So that I can make data-driven decisions to improve the website.

Mobile Application Development

* User Story: As a user, I want a mobile application that provides the same features as the website,
* So that I can access services more conveniently on my smartphone.

**Advanced CMS Features**

* User Story: As an internal team member, I want advanced CMS features like version control, content scheduling, and collaboration tools,
* So that I can efficiently manage and publish content.

User Feedback and Survey Tools

* User Story: As an internal team member, I want tools to collect user feedback and conduct surveys,
* So that we can gather insights and continuously improve the website.

Enhanced Reporting Tools

* Integrate enhanced reporting tools within the CMS to generate detailed reports on website performance and user engagement.

1.5.2 Features

The features to be considered for future iterations, based on the user stories, include:

Advanced User Interaction

* Implement AI chatbots and recommendation systems to enhance user interaction and support.

Enhanced Integration with External Systems

* Develop robust API integrations to connect with various external systems for streamlined operations.

Multilingual Support

* Implement multilingual support for the website, including content translation and localization features.

Enhanced Security Features

* Implement advanced security protocols, including multi-factor authentication, encryption, and regular security audits.

Comprehensive User Analytics

* Integrate advanced analytics tools to track and report on user behavior and engagement metrics.

Mobile Application Development

* Develop mobile applications for iOS and Android platforms to complement the responsive website.

Enhanced SEO Tools

* Integrate advanced SEO tools within the CMS to help optimize content for search engines.

User Feedback and Survey Tools

* Implement tools to collect user feedback and conduct surveys directly on the website.

1.6 Out of Scope

While the above features are potential future enhancements, certain items are considered out of scope for the current project iteration:

1. Full Integration with Zoho CRM
   * The complete configuration and full integration of Zoho CRM are handled in a separate project.
2. Development of Advanced AI Functionality
   * While AI-based features will be explored in future iterations, their development and deployment are out of scope for the current project timeframe.
3. Complete Overhaul of Backend Systems
   * The project focuses on front-end improvements and integration points, not a complete overhaul of backend systems.
4. Mobile Application Development
   * Developing standalone mobile applications is not within the scope of the current project iteration.
5. Extensive Customization of Out-of-the-Box Solutions
   * While evaluating out-of-the-box solutions is part of the project, extensive customization of these solutions is not included in the current iteration.
6. Multilingual Support Implementation
   * Adding multilingual support will be considered in future iterations, but it is not included in the current scope.
7. Advanced Security Features
   * Enhancing security protocols will be addressed in future iterations, but it is not part of the current project scope.

**2 Requirements Elicitation**

2.1 Stakeholder Interview

2.1.1 Interviewees

**General Manager**

* + **Role:** Manages the company and initiated this project.
  + **Purpose:** To gather insights on strategic goals, current challenges, and desired outcomes for the website redesign and internal systems improvement.

Group Discussion with Front Office Staff and Agents

* **Roles:** Handle client interactions, process payments, provide information, and support visa application processes.
* Purpose: To understand operational challenges, user interactions, and specific needs from the frontline perspective.

2.1.2 Questions

General Manager:

1. What are the primary goals you want to achieve with the website redesign?
2. What are the current challenges you face with the existing website?
3. How do you envision the new website improving user engagement and satisfaction?
4. What specific features or functionalities are essential for the new website?
5. How do you plan to measure the success of the new website?
6. What are the key performance indicators (KPIs) you will be tracking?
7. Are there any particular design or UI/UX preferences you want to implement?
8. How important is mobile responsiveness for the new website?
9. What are the SEO and digital marketing strategies you want to incorporate?
10. How do you see the integration with Zoho CRM enhancing your operations?
11. What future improvements do you envision for the company’s internal systems and structure?
12. How can a fully integrated system with Zoho CRM streamline your operations?

Front Office Staff and Agents:

1. What are the common issues clients face when using the current website?
2. How can the website be improved to better serve client needs?
3. What features would help streamline your daily tasks and improve efficiency?
4. How do clients typically interact with the website for information and support?
5. What are the most frequently asked questions or common tasks clients perform on the website?
6. How important is it to have real-time updates and notifications for clients?
7. What kind of support or information do you need to provide more effectively to clients through the website?
8. Are there any specific tools or integrations that would make your job easier?
9. How do you handle client communications currently, and how can this be improved with the new website?
10. What additional features or improvements would you suggest for the website?

2.1.3 Elicitation Results

General Manager:

* Primary Goals:
  + Enhance user engagement and satisfaction.
  + Improve SEO and digital marketing effectiveness.
  + Ensure the website is mobile-responsive and user-friendly.
  + Integrate with Zoho CRM for streamlined operations.
* Current Challenges:
  + Outdated UI/UX design leading to poor user engagement.
  + Difficulties in updating and managing content.
  + Limited mobile responsiveness.
  + Inefficient client communication and task management.
* Desired Features:
  + Modern UI/UX design.
  + Advanced CMS for easy content updates.
  + Automated communication and notifications.
  + Integration with external systems and tools.
  + Comprehensive analytics and reporting tools.
* Future Vision:
  + Fully integrated system with Zoho CRM to streamline all operations.
  + Enhanced internal systems for better efficiency and effectiveness.
  + Identifying potential future improvements for a comprehensive integrated system.
* Success Metrics:
  + Increased user engagement and satisfaction scores.
  + Improved search engine rankings and traffic.
  + Higher conversion rates and task completion rates.
  + Efficient content management and quicker updates.
* Design Preferences:
  + Clean and modern design with intuitive navigation.
  + Emphasis on mobile-first design principles.
  + Consistent branding and visual appeal.

Front Office Staff and Agents:

* Client Issues:
  + Difficulty in finding relevant information.
  + Poor navigation leading to frustration.
  + Lack of real-time updates and notifications.
* Suggested Improvements:
  + Clear and concise navigation structure.
  + Easy access to frequently asked questions and common tasks.
  + Real-time updates and notifications for clients.
* Desired Features:
  + Streamlined communication tools for client interactions.
  + Integration with Zoho CRM for efficient task management.
  + Tools for managing and updating website content easily.
* Operational Needs:
  + Efficient handling of client communications and support requests.
  + Better tools for managing client interactions and follow-ups.
  + Features that help automate repetitive tasks and improve efficiency.

2.2 Analysis of Existing Systems

2.2.1 Review of current website

The current website of Zealand Immigration Services was analyzed to identify strengths, weaknesses, and areas for improvement. This analysis provides a foundation for the redesign and integration project.

First Impressions

Upon visiting the website, the first interaction is a pop-up prompt to subscribe. While this can potentially increase user interaction, it is important to evaluate its effectiveness. Key considerations include:

* Benefits and Metrics: Assess if subscribing offers clear benefits and whether there are metrics to measure its success. Determine if the subscription is managed via an email list (e.g., Excel) or integrated with Zoho CRM Database.
* User Experience: If not properly implemented, the pop-up can disrupt the user journey. Recommendations include using a time delay or behavior triggers, such as scrolling percentage or multiple page views, to prompt the subscription pop-up.

The design of the pop-up is well-executed; however, the subsequent sign-up confirmation/verification page is poorly designed and disrupts the user journey.

Home Page

The home page has several strengths and areas for improvement:

* Social Media Links: All links are functional, which is positive.
* Call-To-Action Tabs: These tabs, including "Get a Quote," "Instagram," and "Need Assistance," are poorly positioned on mobile devices, appearing cluttered and blending in with the overall design. A redesign and repositioning are recommended.
* Branding: The color scheme and logo are strong, though introducing additional color variations could enhance the site's visual appeal. Typography is acceptable.
* Loading Speed: Images load slowly and are not optimized, which affects user experience and performance.

Layout and Navigation

The website layout has significant issues:

* Responsiveness: The layout is not responsive on mobile devices, leading to a suboptimal user experience.
* Content Layout: Reviews are poorly laid out, and the page is text-heavy without sufficient section break-ups.
* Navigation Menu: The menu is not user-friendly, hard to read, and navigate, and lacks visual selection indicators.

Page-Specific Analysis

About Us and Employment Advice

* The "About Us" section is acceptable.
* The "Employment Advice" section features identical forms for employee and employer services. Key concerns include tracking and data management. It is unclear where the data goes (e.g., Excel, Zoho CRM) and how it is used. Additionally, there is an issue with the employee services form not accepting certain characters in the name field.

Other Sections

* Accredited Work Visa/Case Studies/Useful Links/Make A Payment: These sections are acceptable.
* Contact: The layout is challenging to follow, making it hard for users to find information.
* Search: The design of the search pop-up bar is poor and difficult to read.
* Sitemap: The sitemap is hard to find and navigate, complicating the user experience.

Technical Analysis

The website employs a variety of technologies and frameworks:

* Technologies Used: Google Analytics, Google Fonts API, Nginx 1.12, JQuery 1.91.
* Frameworks and Plugins: WordPress, Google Tag Manager, Crux Dataset, Cake PHP, Contact, GSAP, Bootstrap, LazySizes, Doubleclick.net, SPF, Google Apps for Business.

Performance Analysis

Performance metrics indicate significant areas for improvement:

* Page Speed Insights:
  + Mobile: Performance score of 10 (Extremely Low), Accessibility 75 (Moderate), Best Practices 86 (High), SEO 83 (Good).
  + Desktop: Performance score of 36 (Low), Accessibility 74 (Moderate), Best Practices 89 (High), SEO 83 (Good).
* GTMetrix: Performance score of 61% (Above Average), Structure 47% (Low), Total Load Time 9.3s (High; target 2-3s).
* Pingdom: Performance grade D (Low), Total Load Time 6.56s (High; target 2-3s).

Accessibility and Compliance

A Wave Evaluation identified several accessibility issues:

* 10 instances of missing alt text from images.
* 4 linked images missing alt text.
* 10 missing form labels.
* 2 empty buttons.
* 8 empty links.
* 121 alerts.

Traffic and User Engagement

Data from Similar Web (Mar-May 2024) reveals:

* Device Usage: Desktop 25%, Mobile 75%.
* Monthly Visits: Average 5,827, with a 90% drop-off rate.
* Visitor Duration: 7.46 minutes on average, with 2.54 pages per visit and an 11.33% bounce rate.
* Top Countries: Ethiopia 58%, Trinidad 17%, NZ 13%, India 7.8%, Indonesia 1.1%.
* Marketing Sources: Organic 82%, Direct 13.85%, Social 3.3%.
* Keywords: Branded 30%, Non-Branded 70%.

Security and SEO

Security analysis indicates a low risk with no malware or blacklisting. The website ranks 4th in unpaid Google listings.

Conclusion

This analysis identifies key areas for improvement in the current website, providing a roadmap for the redesign process. Addressing these issues will enhance user experience, improve performance, and better meet the needs of both users and internal stakeholders.

2.2.2 Other websites investigated

**1.** [**Malcolm Pacific**](http://www.malcompacific.com/)

* Positives:
  + Clean layout with clear section definitions.
  + Good use of Call-To-Actions (CTA).
  + Excellent forms.
  + Comprehensive "About NZ" section covering education, banking, government, etc.
* Negatives:
  + Navigation is overly complex.
* Interesting Points:
  + The extensive "About NZ" section provides valuable information.
* Feedback:
  + Simplify navigation to improve user experience.

2. [**NZ Immigration Info**](https://www.nzimmigration.info/)

* Positives:
  + Some use of animation.
* Negatives:
  + Overall unattractive design.
  + Chat feature for inquiries is intrusive.
  + Navigation is overly complex.
* Interesting Points:
  + Video testimonials and case studies are used instead of reviews.
* Feedback:
  + Improve visual design and simplify navigation.
  + Make the chat feature less intrusive.

3. [**Pathways NZ**](https://www.pathwaysnz.com/)

* Positives:
  + Video in the hero section.
  + Simple navigation.
  + Cookies session monitoring.
  + Dynamic animations on pages.
  + Dedicated news/blog section.
* Negatives:
  + Visa details are hard to access due to complex navigation through pages.
* Interesting Points:
  + The use of dynamic animations and a dedicated news/blog section.
* Feedback:
  + Simplify access to visa details.

4. [**Visa Aide**](https://visaaide.co.nz/)

* Positives:
  + Tidy and organized layout.
  + Good use of icons.
* Negatives:
  + None noted.
* Interesting Points:
  + Effective use of icons for navigation and information display.
* Feedback:
  + Maintain the organized structure while enhancing visual appeal.

5. [**Aims Global**](https://www.aimsglobal.co.nz/)

* Positives:
  + Minimalist design.
  + Excellent, simple navigation.
* Negatives:
  + None noted.
* Interesting Points:
  + The minimalist approach enhances user focus on essential information.
* Feedback:
  + Continue leveraging the minimalist design for clarity and ease of use.

6. [**MK Law**](https://www.mklaw.nz/)

* Positives:
  + Nice use of hero slider.
  + Ability to switch languages.
  + Very good header design.
* Negatives:
  + Poor contrast of text in the hero slider.
* Interesting Points:
  + Language switch functionality enhances accessibility.
* Feedback:
  + Improve text contrast in the hero slider for better readability.

7. [**Access NZ**](https://www.accessnz.com/)

* Positives:
  + Nice use of flags for language switching.
  + Good navigation.
  + Effective use of hero animation.
* Negatives:
  + Poorly executed pop-up contact feature.
* Interesting Points:
  + The hero animation is visually engaging.
* Feedback:
  + Refine the pop-up contact feature to be more user-friendly.

8. [**Saunders**](https://www.saunders.co.nz/)

* Positives:
  + Great design aesthetic.
  + Unique layout feel.
  + Effective hero slide/animations combo.
  + Very good contact section with a simple form.
* Negatives:
  + Lack of readily available information.
* Interesting Points:
  + Unique layout and design elements.
* Feedback:
  + Ensure important information is easily accessible to users.

9. [**New Zealand Shores**](https://www.newzealandshores.com/)

* Positives:
  + Great use of flex grid.
  + Nice navigation.
  + Free assessment feature with many internal links.
* Negatives:
  + Poor color scheme.
* Interesting Points:
  + The free assessment feature encourages user engagement.
* Feedback:
  + Improve the color scheme to enhance visual appeal.

10. [**Greenstone Immigration**](https://www.greenstoneimmigration.co.nz/)

* Positives:
  + Simple navigation.
* Negatives:
  + Outdated design.
* Interesting Points:
  + Straightforward navigation makes information easy to find.
* Feedback:
  + Update the design to reflect modern aesthetics.

11. [**New Zealand Migration**](https://www.newzealand-migration.co.nz/)

* Positives:
  + Good side layout of visa categories.
* Negatives:
  + Unattractive design.
* Interesting Points:
  + Side layout of visa categories aids in easy navigation.
* Feedback:
  + Enhance the overall design for a better visual experience.

12. [**Aspac Immigration**](https://www.aspacimmigration.co.nz/)

* Positives:
  + Nice subtle color overlay.
  + Effective use of Google Maps for location.
* Negatives:
  + None noted.
* Interesting Points:
  + The subtle color overlay adds a pleasant aesthetic touch.
* Feedback:
  + Continue leveraging effective use of Google Maps for location information.

13. [**Provisas**](https://www.provisas.co.nz/)

* Positives:
  + Great layout and use of animation.
* Negatives:
  + None noted.
* Interesting Points:
  + Animations enhance user engagement.
* Feedback:
  + Maintain the current layout and animation use.

14. [**Derrick Jones Immigration**](https://www.derrickjonesimmigration.co.nz/)

* Positives:
  + Good use of black color scheme.
  + Effective side menu for navigation of visa types.
* Negatives:
  + None noted.
* Interesting Points:
  + The side menu provides easy navigation for users.
* Feedback:
  + Keep the effective use of the side menu and black color scheme.

15. [**Immigration**](https://www.immigration.co.nz/)

* Positives:
  + Great visual aesthetic.
  + Points calculator feature.
* Negatives:
  + Ugly color scheme.
* Interesting Points:
  + The points calculator is a useful tool for users.
* Feedback:
  + Improve the color scheme to align with the visual aesthetic.

2.2.3 Review of initial new design

The current website uses Cake PHP and WordPress, while the new design is built on Shopify. My feedback indicated that the redesign did not resolve the fundamental issues present in the current website. Specifically, the new design failed to address critical points such as user experience, responsiveness, ease of navigation, and content accessibility.

2.2.4 Feedback on Iterative design improvements

While the redesign itself was out of my scope to work on directly, I provided alternative design concepts that incorporated successful features from competitor websites. These alternative designs highlighted elements that would be beneficial if implemented.

The General Manager reviewed these designs and offered feedback and additional design ideas, which were then communicated to the external development team. Through this collaborative process, iterative improvements were consistently made. My ongoing feedback, along with the insights from the General Manager, helped in identifying and refining the requirements for the website redesign.

2.2.6 Elicitation Results

List of key findings from the analysis:

1. Pop-up to subscribe needs evaluation for effectiveness and better implementation.
2. Sign-up confirmation/verification page disrupts user journey.
3. Home page has functional social media links but poorly positioned Call-To-Action tabs on mobile devices.
4. Strong color scheme and logo, but could benefit from more color variations.
5. Images load slowly and are not optimized.
6. Website layout is not responsive on mobile devices.
7. Reviews are poorly laid out, and the pages are text-heavy without section break-ups.
8. Navigation menu is non-user-friendly, hard to read, and lacks visual indicators.
9. "About Us" section is acceptable.
10. "Employment Advice" section has identical forms for employee and employer services, unclear data tracking and usage, and issues with character acceptance in the name field.
11. "Accredited Work Visa/Case Studies/Useful Links/Make A Payment" sections are acceptable.
12. "Contact" section layout is challenging for users to follow.
13. Search pop-up bar design is poor and hard to read.
14. Sitemap is hard to find and navigate.
15. Website uses a variety of technologies and frameworks including Google Analytics, Google Fonts API, Nginx, JQuery, WordPress, Google Tag Manager, Cake PHP, GSAP, Bootstrap, LazySizes, Doubleclick.net, SPF, and Google Apps for Business.
16. Performance scores are low on both mobile and desktop (Page Speed Insights, GTMetrix, Pingdom).
17. Accessibility issues identified: missing alt text, missing form labels, empty buttons, empty links, and multiple alerts.
18. High mobile usage (75%) compared to desktop (25%).
19. Average monthly visits: 5,827 with a 90% drop-off rate, 7.46 minutes visit duration, 2.54 pages per visit, and 11.33% bounce rate.
20. Top visiting countries: Ethiopia, Trinidad, NZ, India, Indonesia.
21. Marketing sources: 82% organic, 13.85% direct, 3.3% social.
22. Security analysis indicates low risk with no malware or blacklisting.
23. Google ranking: 4th out of unpaid listings.

Points 19 and 20 highlighted peculiar results compared to in-house metrics of most inquiries. After requesting a more in-depth Google Analytics report than usually provided, it was verified that several anomalies were skewing the data, possibly due to bot farming—where automated scripts or programs artificially inflate website metrics. The Google Analytics data has now been integrated into Zoho for the General Manager to access and monitor, ensuring that the site produces accurate and measurable results.

2.2.5 Current Backend Systems

The current internal systems used by the business are outside the scope of this project. An audit and report into the current integration and use of Zoho apps such as Zoho CRM, along with the use of Outlook and Google Drive, are being undertaken by another project. In the vision document, part of Iteration 2 will address the future analysis and design of further integration.

**3 Requirement Specification**

3.1 Non-Functional Requirements

3.3.1 Security Requirements

Data Protection: Ensure that all personal data is securely encrypted both in transit and at rest. Compliance with GDPR and other relevant data protection regulations is mandatory.

* Access Control: Implement role-based access control (RBAC) to restrict access to sensitive information and functionalities based on user roles. (Out of Scope for Iteration 1: Not applicable as user logins are not implemented in this iteration.)
* Authentication: Use multi-factor authentication (MFA) for user logins to enhance security. (Out of Scope for Iteration 1: Not applicable as user logins are not implemented in this iteration.)
* Regular Audits: Conduct regular security audits and vulnerability assessments to identify and mitigate potential security risks.
* Incident Response: Establish a clear incident response plan to handle potential data breaches and security incidents promptly and effectively.

3.3.2 Usability Requirements

User Interface (UI): The website must have a modern, intuitive, and visually appealing UI. Use standard design principles to ensure consistency and ease of use.

* User Experience (UX): Design the website to provide a seamless and engaging user experience, with easy navigation and quick access to information.
* Accessibility: Ensure the website meets WCAG 2.1 AA standards for accessibility, making it usable for people with disabilities.
* Responsive Design: The website must be fully responsive, providing an optimal viewing experience across a wide range of devices (desktops, tablets, smartphones).
* Performance: Pages should load within 2-3 seconds to ensure a smooth user experience. Use image optimization, caching, and other performance-enhancing techniques.

3.3.3 Interopability Requirements

CRM Integration: Seamless integration with Zoho CRM to synchronize user data, automate communications, and manage client interactions efficiently.

* Payment Gateway: Integration with secure payment gateways to facilitate online transactions.
* Email Systems: Ensure interoperability with email systems for automated notifications and communications.
* APIs: Provide well-documented APIs for potential integration with other systems and services in the future. (Out of Scope for Iteration 1: API development for external integrations is not included in this iteration.)

3.3.4 Portability Requirements

Platform Independence: The website should be platform-independent, functioning consistently across different operating systems (Windows, macOS, Linux).

* Browser Compatibility: Ensure compatibility with all major web browsers (Chrome, Firefox, Safari, Edge).
* Scalability: Design the website architecture to be scalable, allowing for easy updates and enhancements without significant rework.

3.3.5 Availability

Uptime: The website should have an uptime of 99.9%, ensuring it is accessible to users at all times. (Out of Scope for Iteration 1: Managed by external web development team.)

* Redundancy: Implement redundancy measures such as backup servers and failover mechanisms to minimize downtime. (Out of Scope for Iteration 1: Managed by external web development team.)
* Monitoring: Use real-time monitoring tools to detect and address issues promptly, ensuring continuous availability. (Out of Scope for Iteration 1: Managed by external web development team.)
* Disaster Recovery: Develop and implement a disaster recovery plan to restore services quickly in the event of a failure or disaster. (Out of Scope for Iteration 1: Managed by external web development team.)