Proposal Document – ANALYSIS

* This is how I research the “Problem” to show you have fully explored the problem and all its facets
* AFTER THAT then you give a design based on your research

Title page

* “Proposal for INSERT COMPANY NAME HERE”
* Name, learner number, “Occupational specialism”

Content page

* Must be an auto generated contents page
* Make sure all titles and sub-titles in the document are formatted as “headings”

Organisation overview

* Give a description of the business that the scenario is about
* Who are they as a business?
* What do they do?
* What are they looking for?

Problem overview

* Write detailed description of your understanding of the problem. The main problems with their current system
* Talk about the impact these problems have on the business
* Give a description of what the problem is with current system
* DO NOT TALK ABOUT HOW YOU WILL SOLVE IT

User groups

* Identify what you think the groups of users that are going to use the system
* Explain how I have identified them
* Talk about how you think they will make use of the system (what are they likely to do with the system e.g. consumer looks for ticket availability, books the ticket on a day)

Empathy maps

* Table of problems and needs: Says | Thinks | Does | Feels
* Need one for each user group
* Keep it problem focused

User stories

For each of the groups of users, need to create a user story which explores the things that they want to do, why they want to do it and the “Acceptance Criteria” they need.

Laws / guidance / legislation

* Explore what laws and guidance that the identified business must operate under
* Look at the laws and legislation that the business would have to work under
* Look at other laws / legislation that will impact your system you will develop
* For all of these, what is the impact on the project? what will you do to adjust / mitigate these impacts.

Alternative systems

* Look at / research other systems that are available for the same thing
* If struggling loot at excel as an option
* For each of the systems (ideally 3 to 5)
  + What does the system do well (that solves the problem)
  + What does the system fail to do for the business
  + What things will you take forward to your design (ideas you can steal) and why

Risks

* Data and security system security (malicious vs accidental damage)
* Compatibility with other systems
* Speed of development
* Meeting functional and non-functional requirements
* Meeting key performance indicators (KPI’s)
* Legal and ethical considerations
* User engagement
* Product reach
* For each: assessment of risk, potential impact of risk

Decomposition

* A break down of the problem as you see it right now, into a diagram
* This will be a sort of diagram of the structure of the website you are going to build the features you are going to have on each page

Functional and non-functional requirements

* Functional – things the system should do
  + Allow users to register
  + Once logged in, direct users straight to their profile
  + Allow booking of events in advance
* Non-functional: how the system should do things
  + Store passwords using sha256
  + Pages should load within 2-5 seconds

Key performance indicators

* Things that will help to indicate the success of the project from a business perspective
* Should be categorised where possible
* Examples: “improved trust pilot reviews”, ”visitor satisfaction rate”, “number of repeat visitors”, “traffic by source increase in all sources”

Give a description of a proposed solution

* Give an overview of what the solution will be

Tips

* Justify EVERYTHING, the more you tell your reasoning and thought process, the better
* Keep a thorough and accurate list of websites you have visited WITH TIME AND DATE
* Other than first couple of headings and last couple, REST SHOULD NOT BE IN THIS ORDER