**Business Requirement Document**

**For**

**Taj Hotel Gandhinagar**

1. **Document Release History**

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| --- | --- | --- | --- | --- | --- |
| Sl. No. | Version Number | Release Date | Prepared By | Reviewed & Approved By | Reasons for New Release |
| 1 | 1.0 | 00.00.2024 | BA |  |  |
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1. **Circulation Details**

A soft copy of this version of the document is available to all the stake holders.

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| Copy No. | Name of Stakeholder | Designation of Copy Holder |
| 1 |  |  |
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1. **List of Amendments Made on Previous Version 1.0**

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| --- | --- | --- | --- | --- |
| Sl. No. | Section No. /  Page No. | Description of the amendment | Approved by | Change Request No. & Date |
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# Introduction

This document outlines the business requirements for developing a website for Taj Gandhinagar, a unique establishment combining luxurious accommodations with a comprehensive wellness spa. The website aims to showcase the hotel's offerings, with a strong emphasis on the spa and wellness experiences, while still highlighting the rooms and food options.

The Hotel and Wellness Spa website aims to provide an immersive online platform for potential guests to explore and book rooms, spa services, and culinary experiences. The focus of the website is to highlight the unique blend of luxurious accommodations, rejuvenating spa treatments, and delectable culinary offerings.

# Target Audience

* Potential guests seeking a relaxing and rejuvenating getaway.
* Individuals interested in spa treatments and wellness programs.
* Business travellers looking for a luxurious stay with access to spa amenities.

# ****Project Goals and Objectives****

* **Increase brand awareness** for the hotel and its integrated wellness spa.
* **Attract new guests** seeking a wellness-focused vacation or stay.
* **Drive online bookings** by providing clear information and a seamless user experience.
* **Showcase the spa and wellness offerings** as a key differentiator from competitors.
* **Highlight the hotel's rooms and food options** to create a well-rounded vacation experience.

# Scope

The website will include the following main pages:

* Home
* About
* Rooms /Book Now (Redirect to the official Taj website for booking)
* Offers
* Wellness
* Events
* Gallery
* Contact

## Home Page

* Visually appealing hero section showcasing the spa and hotel's ambiance.
* Clear call to action (CTA) buttons for booking treatments or rooms.
* Brief overview of the hotel's key features, emphasizing spa and wellness.
* Navigation bar with easy access to all other website pages.
* Prominent sections highlighting key features such as luxurious accommodations, wellness offerings, and culinary experiences.

## About

* Hotel's history, philosophy, and commitment to wellness.
* Team introductions showcasing spa professionals and expertise.

## Room/Book Now Page

* Detailed description and high-quality images of each room type.
* Amenities list including access to spa facilities (if applicable).
* Clear CTA button redirecting users to the official Taj website for booking. (**Note:** This ensures a secure booking process handled by Taj's trusted system.)

## Offers

* Highlight special spa packages, wellness retreats, and room + spa bundle deals.
* Include clear pricing and booking information.

## Wellness: (Spa & Wellness Section)

* Extensive information about the spa's services including massages, facials, yoga classes, wellness retreats and treatments.
* Detailed descriptions of each treatment, its benefits, and duration.
* Explain the benefits and philosophies behind each spa treatment.
* Showcase the spa facilities (sauna, steam room, etc.) with high-quality images.
* Testimonials from satisfied guests.

## Events Page

* Calendar or list of upcoming wellness workshops, fitness classes, or spa events.
* Option to register for events online (if applicable).
* Information about past events with photos and testimonials.
* Option for guests to register or inquire about upcoming events

## Gallery

* Stunning visuals showcasing the hotel's architecture, High-resolution photos showcasing the hotel's interiors, spa facilities, surrounding area, and culinary creations.
* High-resolution images and videos to immerse visitors in the hotel's ambiance.

## Contact Us page

* Easy-to-find contact information (phone, email, address).
* Contact form for inquiries and reservations.
* Inquiry form for guests to submit questions, feedback, or reservation requests.
* Social media links for guests to connect with the hotel and spa online.

# Technical Requirements

* Responsive design that adapts seamlessly to all devices (desktop, mobile, tablet).
* User-friendly navigation for easy access to all sections of the website.
* Search functionality to allow users to quickly find specific information.
* Secure online booking process (if applicable).
* Integration with analytics tools to track website traffic and user behavior.

Search engine optimization (SEO) best practices implemented.

* **Social Media Integration:** Incorporate social media sharing buttons for easy promotion of the website and its content.
* **Privacy Policy:** Clearly outline a privacy policy regarding user data collection and usage.

# Success Criteria

* Increase in website traffic.
* Increase in online booking inquiries for both rooms and spa treatments.
* Improved conversion rate from website visitors to paying customers.
* Positive user feedback on the website's design and functionality.
* Increased brand awareness for the hotel's spa and wellness offerings.

# Conclusion

The Hotel and Wellness Spa website will serve as a captivating online platform for guests to discover, explore, and book their ideal retreat experience. By focusing on the seamless integration of luxurious accommodations, rejuvenating spa treatments, and exquisite culinary offerings, the website aims to inspire and delight visitors, ultimately driving bookings and fostering guest satisfaction.