Software Requirements Specification (SRS)

1. Introduction

This SRS document outlines the requirements and specifications for the redevelopment of the Olympic Industries Limited website. The aim is to modernize the user interface and incorporate the latest web technologies to enhance user experience and comply with regulatory standards.

2. Overall Description

The new website will reflect the company's brand story, ensure regulatory compliance, and provide an engaging platform for customer interaction, product showcase, and export attraction.

3. System Features and Requirements

3.1 User Interfaces

Responsive Design: The website will feature a responsive design that adjusts content layout across various devices and screen sizes.

Theme: As per discussion with the Management, the Marketing Department proposed a theme out of 3 designs. Below are some screenshots of the finalized design, the developers need to design the website and develop the website based on the given theme idea:
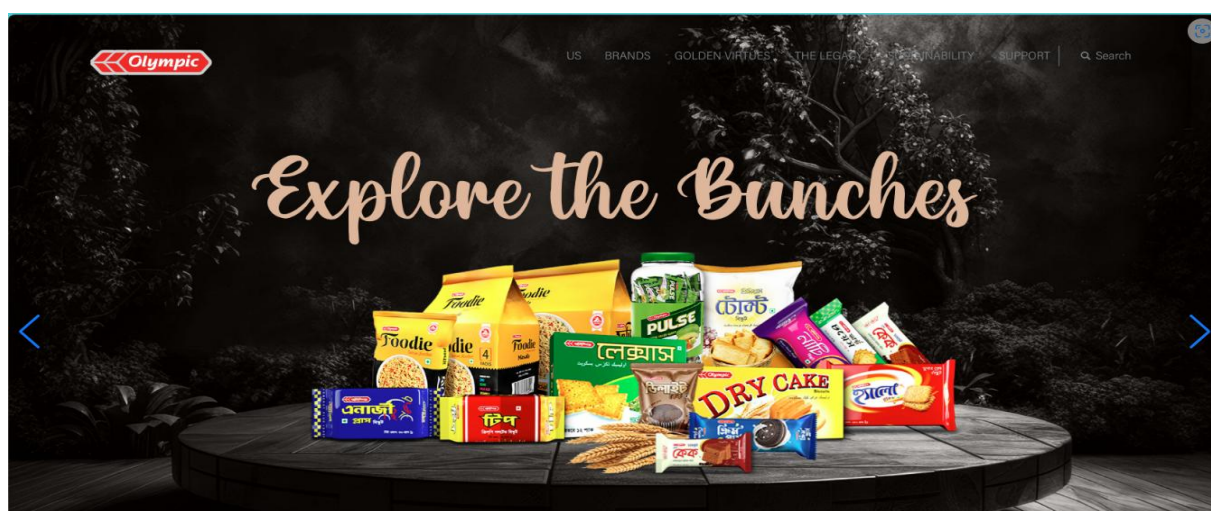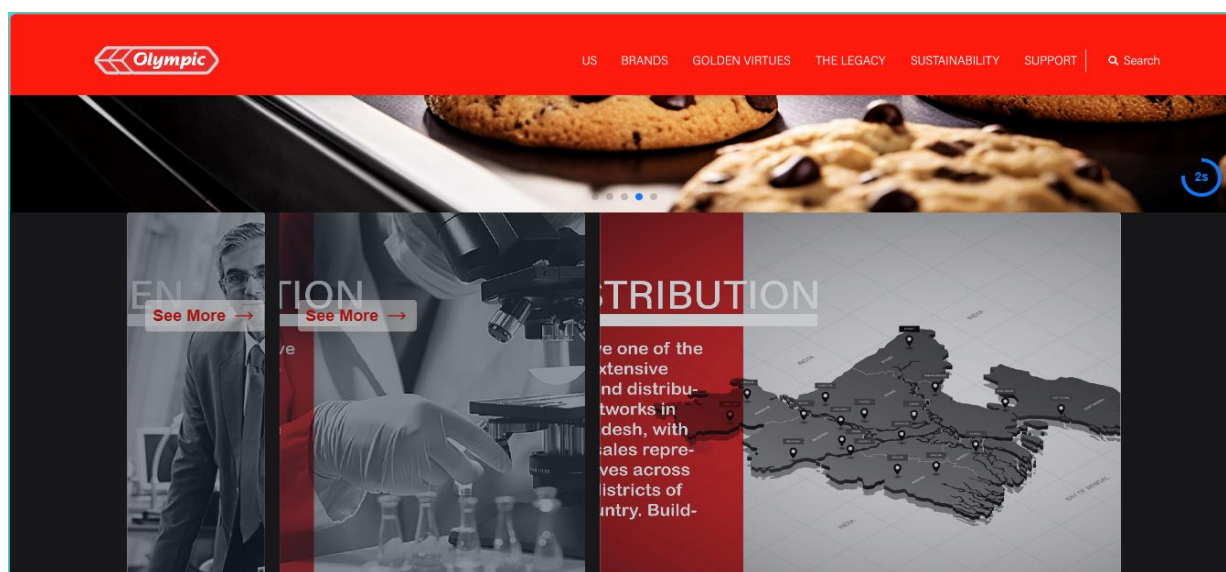

Figure 1: Top of the Home Page

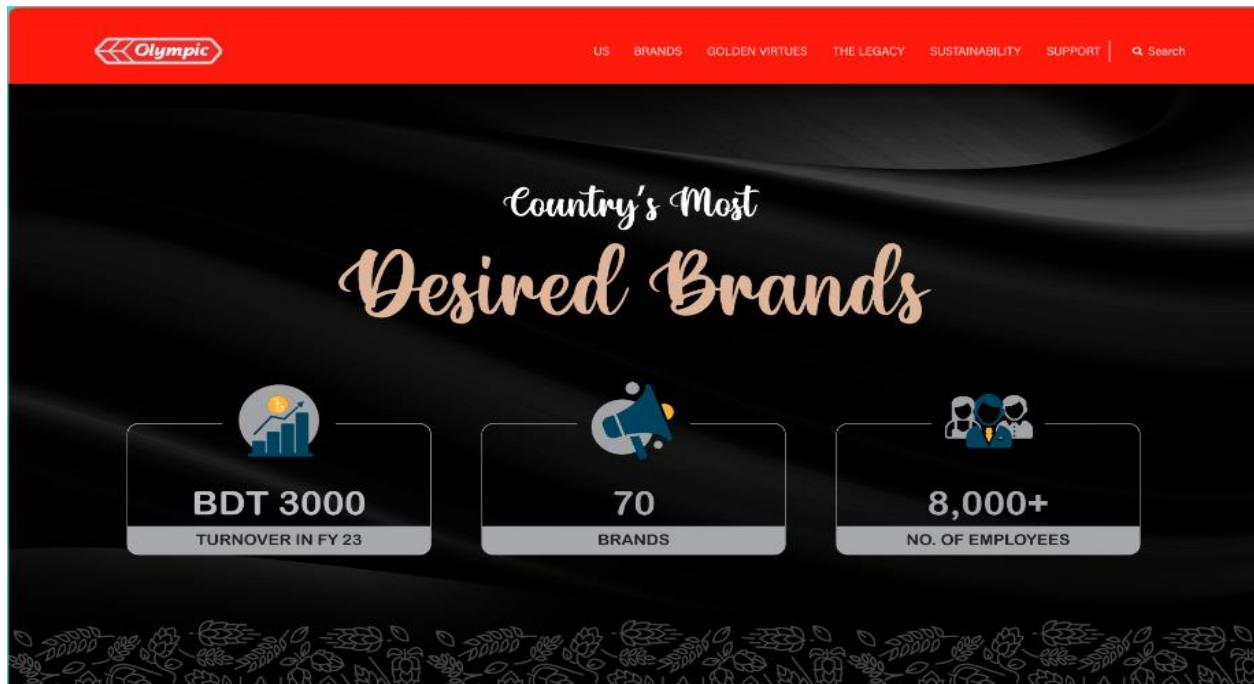*Figure 2: Red BG Header Menu appears when scrolled down*
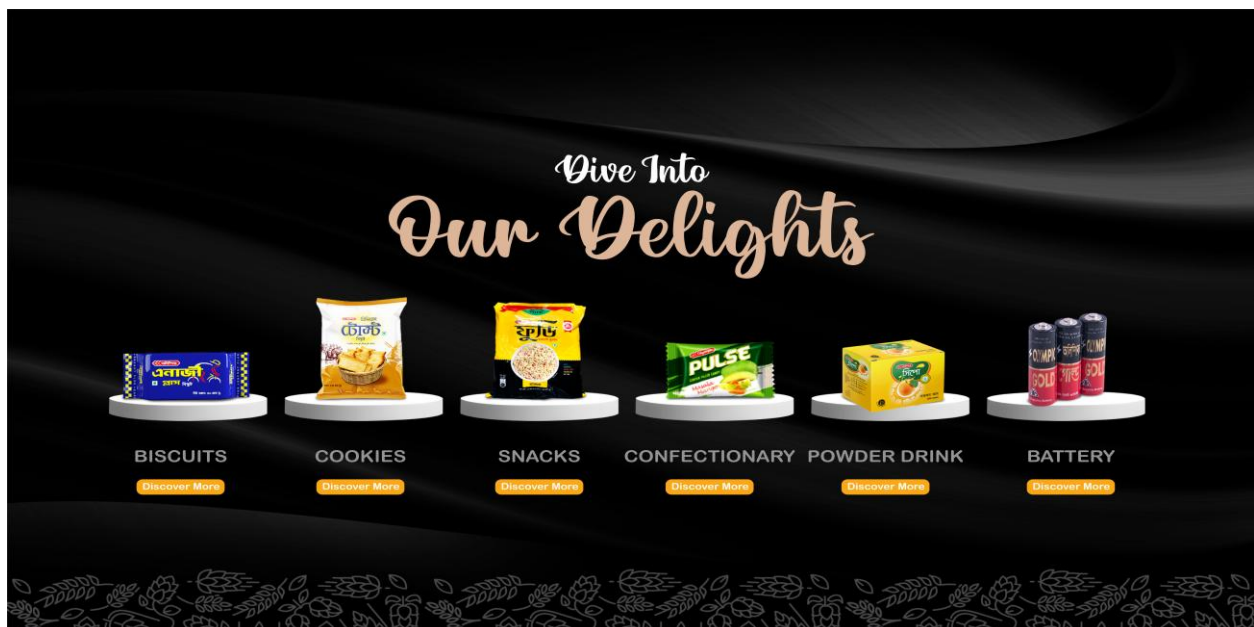
Figure 3: Further scrolled down

Figure 4: End of the home page. The Footer section is yet to be added

Color Scheme: The color scheme of the theme is going to be Black Background, Red Accent, and Golden Fonts & Asset Linings – and other colors where seems appropriate.

Navigation: A clear and intuitive navigation system, including a main menu with dropdown options for detailed exploration of the company's offerings.
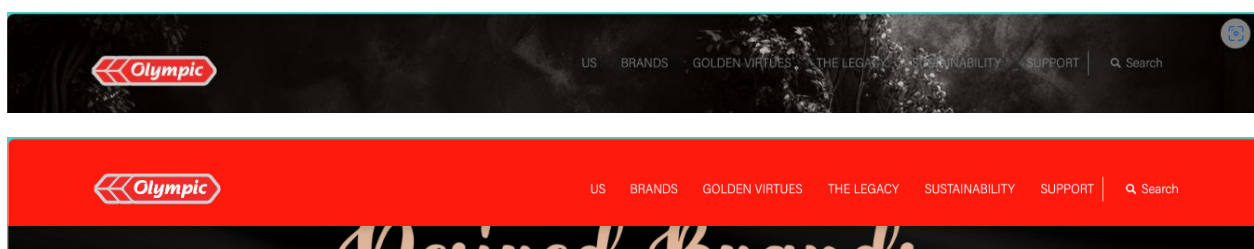

Figure 5: The Header Menu. Search option for easier navigation.

Modern Aesthetics: Incorporates the latest design trends for a fresh look.

Frontend Features: In addition to all the features of the existing website, the below features are to be ensured -

    i.   All the existing pages remain. Modification to enhance usability and aesthetics is to be done as needed.

   ii.   There shall be a page with factory information; there will be tabs allocated for each factory location containing information and photographs/videos of the concerned location.

  iii.   Updates to the "Contact Us" page:

       1.   Customer service option on the Contact Us page.

       2.   Users can reach a specific department of their choice (e.g., Share, Sales, Marketing, etc.) from a drop-down menu.

       3.   When a user chooses to contact a specific department, an email is sent to that department's common contact email. There shall be another common email for all departments, one copy of the said email is sent there on each interaction.

       4.   Feedback option: For Products and/or Service

       5.   Option for adding attachments to the Contact Form

3.2 Technical Requirements

Platform: Prioritize to prefer a technology stack focused on enhanced security and performance. Preferably Node.js-react based tech for prerendering single page app (SPA) website (technical term, the user shall see multiple pages and can navigate through them); these websites render on the server instead of the client machine and provides with impressively fast experiences for the visitors. These websites also provide a thumbnail of the website when sharing the link via popular messaging apps. Alternatively, WordPress custom development tailored to our needs.

Security: Implementation of SSL certification to prevent cyber-attacks, authenticate web servers, and stop tampering with data in transit. Secure coding practices adhering but not limited to OWASP standards.

Vulnerability Management: Regular security audits and updates. Standardized (VAPT or similar standard) testing for all sorts of vulnerabilities after the completion of the development.

SEO: Optimization for search engines to maintain a strong online presence and brand visibility.

3.3 Functional Requirements

Departmental Engagement: Inclusion of sections for relevant departments. These departments may have requirements that also are needed to be included in the site. The departments those will remain involved are:

Developmental	Informational
i. Marketing ii. ICT	i. Corporate Affairs ii. Share iii. Marketing iv. Export v. Finance & Accounts vi. HR

Content Management: An intuitive media management system that simplifies website content updates and uploads. Also, the CMS should enable users to effortlessly create, configure, and publish new pages via the CMS, as needed. Further discussion with the developer is essential to finalize the details.

3.4 Content Management

Dynamic Content: User-friendly easy-to-update news, media, and product sections. The table below breaks down the page-per-page content management type for the website.

Proposed Page Layout of the New Website

SL	Menu Items	Primary Pages		Contents Type & References	Remarks
1	Home	Home (Landing Page)		https://us.pg.com/ The logo is positioned at the center, with menu items evenly distributed on both sides, creating a balanced and visually appealing layout.	
				Hero Banner Video & Image: https://www.kitkat.com/ & https://us.pg.com/	References for Different Homepage Sections
				Section - Olympic at a Glance: Anmol / P&G: Uncompromised Quality, Number of Total Brands, Largest Biscuit & Candy Company, Number of Export Countries.	
				Section - Our Brands: P&G: Top 7 Brands	
				Section - Awards: P&G (Slide): Best brand awards, etc.	
				Section - Growth	
2	About Us	History & Milestone		https://www.cadbury.co.uk/about/history/timeline/	
		Mission/Vision/Values		https://www.cadbury.co.uk/about/history/our-story/	
		Leadership		https://www.anmolindustries.com/leadership/ https://www.britannia.co.in/about-us	
		Awards		Images, slideshows, and descriptive texts. Reference: https://us.pg.com/awards-and-recognition/	
		Factories		Factory Premises & Lines (Close-up Shots) images Video/gif loop with interactive play/pause on mouse pointer hovering. Images & Descriptions.	
		Quality & Innovation		Video/gif loop with interactive play/pause on mouse pointer hovering. Images & Descriptions.	
		CSR & Sustainability		From Annual Report. Images and graphical representation.	
		Sales & Distribution		Descriptive text, Dynamic numbers and graphs, images.	
3	Products	Domestic	**Categories:** Biscuits Cookies Cakes Toast & Rusk Candy & Chocolates Wafers Chips & Snacks Noodles Powder Drinks Battery	https://www.mama.co.th/en/index.php https://www.anmolindustries.com/products/ Primary Filter: Domestic & Export Secondary filter: Product types (Presented as cards), enter the catalogue/list when clicked. Each product will have a dedicated product page displaying its SKUs. For example, Energy Plus will have its own page showcasing all its different SKUs. • 10 Category Banner for each category • Individual Category Banner (Group Products Pack)-10 • Brand Wise Banner for each brand's product page • Product Description • Individual Product Photoshoot • 3D Pack Making for Uniformity	Total number of brands is 82. Each will need its own page with the stated contents.
		Export			
		Promotions (Optional)	Consumer Promotions	Put posts of promotion with an expiry date; upon the expiry date, the promotion automatically is hidden from the visitors.	This Page is optional.
4	Export	Export		https://www.anmolindustries.com/export/ Contact form. Images. Stats & Graphs. Backend/admin dashboard: Website 'View Location' Analytical Insights to Identify the countries from which our website receives the most visits to better understand regional interests and engagement. Frontend: Updatable Product catalog, Contact Form, Social site integration, Tooltip popup, collapsible FAQ, etc.	

SL				
5	Investors	Corporate Governance	https://www.anmolindustries.com/investors/ https://olympicbd.com/press-release/# Year-wise sections (with collapsible option), Document Reader (for reading PSI documents on site), Pie-chart, Graphical Data Representations, Text Sections, and Images.	
		Strategy & Innovation		
		Share Structure		
		Financials & Annual Reports		
		List of Unclaimed Dividends		
		PSI/MI		
6	Media	Press Release		
		TVC/OVC/Creatives	https://www.britannia.co.in/news-and-media Video Playback, Texts, and Images.	The videos will be played from YouTube.
		Articles/Blogs	https://www.anmolindustries.com/newsroom/	
7	Career		https://www.britannia.co.in/careers https://www.parleproducts.com/career	
8	Contact	General Enquiries	https://www.anmolindustries.com/consumer-feedback/# Contact Form with Department Drop-downs, Collapsible FAQ Section, Contact Address for Head office and Factory Locations with Map representation. Clicking on the location will lead to the factory portfolio page containing images, videos, and other information about the selected location.	
		Become a Distributor		
		Consumer Feedback		

Other Features:

SL	Features	Primary Pages	Contents Type & References	Remarks
1	Action Buttons	Home	In the top right corner of the page, there will be two action buttons. 1. Shop Now: It will create a pop-up that will contain the online shopping destinations for purchasing Olympic Products online. 2. Recipe: Will take the user to the recipe page, where the visitor can see various delicious recipes shared by us. Each recipe will have a page of its own where images, texts, and video playback will be positioned.	The videos will be played from YouTube.
2	Footer	All Pages	A cleaner aesthetic yet informative footer section. Reference: https://www.oreo.com/	
	Chatbot	All Pages (Small pop-up in the bottom right corner)	The website should include an AI-driven chatbot to provide 24/7 customer support, answer common queries, and guide users to relevant sections of the site. The chatbot should be at least 98% accurate.	
		NB: Aside from these, there may be additional pages and/or features needed to address Olympic requirements.		

*Text Sections and Images: Add new Images with Titles & Descriptions, Edit Texts with alignment settings, Delete Image/Text Sections, Hide, or Show Image/Text Sections, etc.

Multimedia Integration: High-quality images and videos, including drone footage.

- The photoshoot for photos to be used on the website is to be coordinated by the Olympic Marketing Department.
- The product imagery is to be CAD-generated 3D designs instead of actual photos of products; the photographed pictures are less consistent in terms of visual appeal and overall website aesthetics.
- Some drone shot needs to be coordinated by Olympic Marketing Dept. for the hero banner live video.

Social Media: Integration for increased engagement and sharing capabilities.

4. Performance Requirements

Hosting: Selection of high-performance, scalable, and reliable hosting to ensure fast loading times and a smooth user experience with 99.9% uptime.

Database: Secure and scalable database solution with outstanding performance & dependency record. Efficient handling of data for fast loading and pleasing user interaction for pages those have a large amount of data such as the Share information documents, media page contents, etc.

Optimization: Regular updates and optimizations to maintain high performance and security standards.

5. Data Requirements

User Data: Secure handling of user data (Contact form submission, queries, chats - if there is a chatbot, etc.) in compliance with privacy regulations.

Analytics: Integration of analytics tools to monitor user engagement and website performance.

6. Vendor Selection

Criteria: Vendors will be evaluated based on their track record and experience with public listed companies, portfolio quality, and cost-effectiveness.

Communication: Engage in discussions with shortlisted vendors to ensure alignment with project goals.

7. Development and Implementation

Design: Adoption of a modern, interactive design that resonates with the company's values and audience.

Media: Use of high-quality images & videos, including CAD-generated product visuals, to enhance the aesthetic appeal.

8. Maintenance and Support

Updates: Regular website updates to incorporate the latest security patches and feature enhancements.

Support: Provision of reliable customer support to address any technical issues promptly.

9. User Documentation and Help

User Manual: For managing the website and its contents.

Technical Support: Access to support for troubleshooting and updates.

10. Assumptions and Dependencies

Content: Existing content will be migrated and updated as necessary. The new A/V and graphics contents will be implemented upon availability form the respective sources.

Third-Party Services: Dependence on external services for certain features.

11. Technical and Functional Requirements Summary:

i. Must be SEC compliant.
ii. An interactive modern design with cutting-edge technology.
iii. Must be dynamic and responsive throughout platforms and browsers. A great view on mobile devices is of paramount importance for this project.
iv. Security: SSL Certification, etc.
v. The front end should be more user-friendly and engaging with a clear navigational structure.
vi. There should be a search bar which may help viewers find specific topics with ease.
vii. The website should have a proper contact page with FAQs.
viii. Include Audiovisual, also analyze the feasibility of including audiovisuals.
ix. The user interactions should be modern and enjoyable. The website should contain interactive animations/effects on buttons, dropdown menus, image/video sliders, product images with high-quality images, vectors, and videos.
x. Interactive social media integration.

xi. Possible user interactions (e.g., B2B communication, etc.).

xii. The footer section should be modernized, and appropriate information should be added, such as addresses, social media integrations, sitemap, copyright, etc.

xiii. The website should have an efficient and effective media management system so that even non-technical users can add or modify website content such as images, titles, or other texts, and other sections of the website.

xiv. The website should be ready to handle at least 70% additional traffic as a future-proof measure.

Acknowledgement: