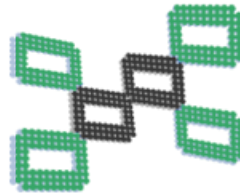




West Coast Auto

Perth's most respected car dealership



ONLINE SYSTEMS SOLUTIONS

your virtual company with real solutions

West Coast Auto

(Used Car Division)

Requirements Report

Prepared by:	Online Systems Solutions
Version:	1.0

Executive Summary

This report has been developed to document the business and user needs for the development of a web presence for West Coast Auto (Used Car Division). The report documents the outcomes of user and business requirements surveys conducted with the client and a sample group of end users.

Online Systems Solution has been engaged to redevelop a website for West Coast Auto. Whilst West Coast Autos' competitors continue to make inroads with their web presence there is evidence that West Coast Auto business will suffer if they do not embark on this marketing tool.

West Coast Auto is a family owned car dealership operated by Vaughn and Collette Dennis. They deal in both new and used vehicles and have been in operation since 1975. Vaughn took over the dealership from his father in 2003 and has progressively built the business since this time.

West Coast Auto (Used Car Division) wants to redevelop their used vehicle website to not only showcase this side of the business but give the added functionality of being able to present their stock of used vehicles.

A well designed website will provide the opportunity for West Coast Auto to reach a broader market, give increased control of their marketing and raise their profile as a contemporary, innovative and modern company.

This project will be completed in two stages:

1. Stage 1 involves designing and building the database and designing the user interfaces
 2. Stage 2 involves developing the website and integrating the database with the website
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Introduction

Report Purpose

The purpose of this report is to document the business and user needs for the development of a web presence/ website for West Coast Auto. The report details the activities carried out between Online Solutions, West Coast Auto and the related stakeholders, users and customers.

The report documents the responses that were received in reply to the user and business requirements surveys.

Company Background

West Coast Auto is a family owned car dealership operated by Vaughn and Collette Dennis. They deal in both new and used vehicles and have been in operation since 1975. After starting as a car detailer and then salesman in the family business Vaughn took over the dealership from his father in 2003. From here both Vaughn and Collette have progressively expanded the business ensuring that their staff have the same passion for customer service as they do.

Vaughn and Collette take a hands on approach to the business to ensure they offer the highest level of customer service and satisfaction possible.

Project Background

Online Systems Solution has been engaged to develop a website for West Coast Auto. Whilst West Coast Autos' competitors continue to make inroads with their web presence there is evidence that West Coast Auto business will suffer if they do not embark on this marketing tool.

Many of their competitors and industry partners have websites and the business owner has decided that, in order not to be left behind, the company must develop a web presence. The marketing manager recently wrote a convincing report on the benefits of the Internet as a marketing and sales tool. We therefore intend to adopt this strategy to increase our profile, reduce traditional advertising costs and streamline sales. This has made the Business Owner Vaughn Dennis increasingly aware of the importance of the internet as a marketing and sales tool.

Client details

West Coast Auto (Used Car Division)

Project contact:

Jarvis Palmer, Marketing Manager

Contact details:

West Coast Auto
375 Albany Hwy
Victoria Park
Perth WA 6100
Ph: 08 9415 1234

Problem/Opportunity Statement

West Coast Auto (Used Car Division) want to develop a website to showcase their business, used vehicles stock, provide testimonials from previous clients and increase sales

Functional Requirements

The following lists both the mandatory and desirable functional requirements for the website as well as the non-functional requirements.

Mandatory Functional Requirements

The website must include the following:

- ▲ The website must promote the services offered by West Coast Auto
- ▲ The website must enable visitors to view current list of used cars
- ▲ The website must enable staff to add new vehicles
- ▲ The website must allow staff to display client information
- ▲ The website must allow staff to add new clients
- ▲ The website must allow staff to display salesperson information.

Non-functional Requirements

- ▲ Provide an image of each vehicle
- ▲ Provide a description of each vehicle
- ▲ Allow vehicles to be grouped by category
- ▲ Include a privacy policy
- ▲ Provide about us information
- ▲ Provide contact details and office/location information
- ▲ Include a Testimonials page of previous clients

Technical requirements for external suppliers

This website will not interface with suppliers systems

Technical requirements for interfacing with internal systems

This website will interface with the appropriate database

User Analysis

Being located in Perth, West Coast Auto's clients come from a diverse cross-section of the community and a broad region. Their clientele come from across the Western Australia region and includes many return customers. Most users are expected to have medium to high computer skills

Structure

The section titled Sitemap gives an overview of the basic layout of the page. As a result of 'chunking' however it may be necessary to add additional pages to the overall layout of the site.

Outline

The West Coast Auto website will employ a hierarchical structure as shown in the Sitemap section of this document

Company slogan

Perth's most respected car dealership

Company logo

The company logo, shown below, is available in three formats: .jpg, .png and .psd and should appear clearly on all pages of the site.



Domain

www.westcoastauto.com.au

Copyright

All pages should contain the following copyright statement, centred at the bottom of each page:

© *Current year* West Coast Auto

Site content

The following defines the structure and layout for each page. You should ensure you use headings and paragraphs as appropriate on each page.

Page	Contents
Home	Introduction and welcome.
About	General information about the company.
History	A history of the company.
Our Values	A values statement page.
Specials	This page should contain a listing of used vehicles that are currently marked as a special price.
Used Vehicles	This page should contain a listing of used cars currently available.
Finance	Containing information regarding vehicle financing options.
Insurance	Containing information regarding vehicle insurance options.
Testimonials	A page containing testimonials from previous clients.
Contact	This page should give all contact details for 'West Coast Auto'.
Employee Login	An employee login page giving access to client details, car details and salesman details. (Note: it is optional to make this page a secure page with username and password)
Client Details	This page should contain a listing of previous clients.
Add Client	A data entry page to add new client details
Salesman Details	This page should contain a listing of salesman.
Add Salesman	A data entry page to add new salesman details
Add Vehicle	This page should allow staff to enter new vehicles into database.
Privacy	Should contain a privacy statement.

Sitemap

Figure 1 gives an analysis of the site structure and interlinking pages

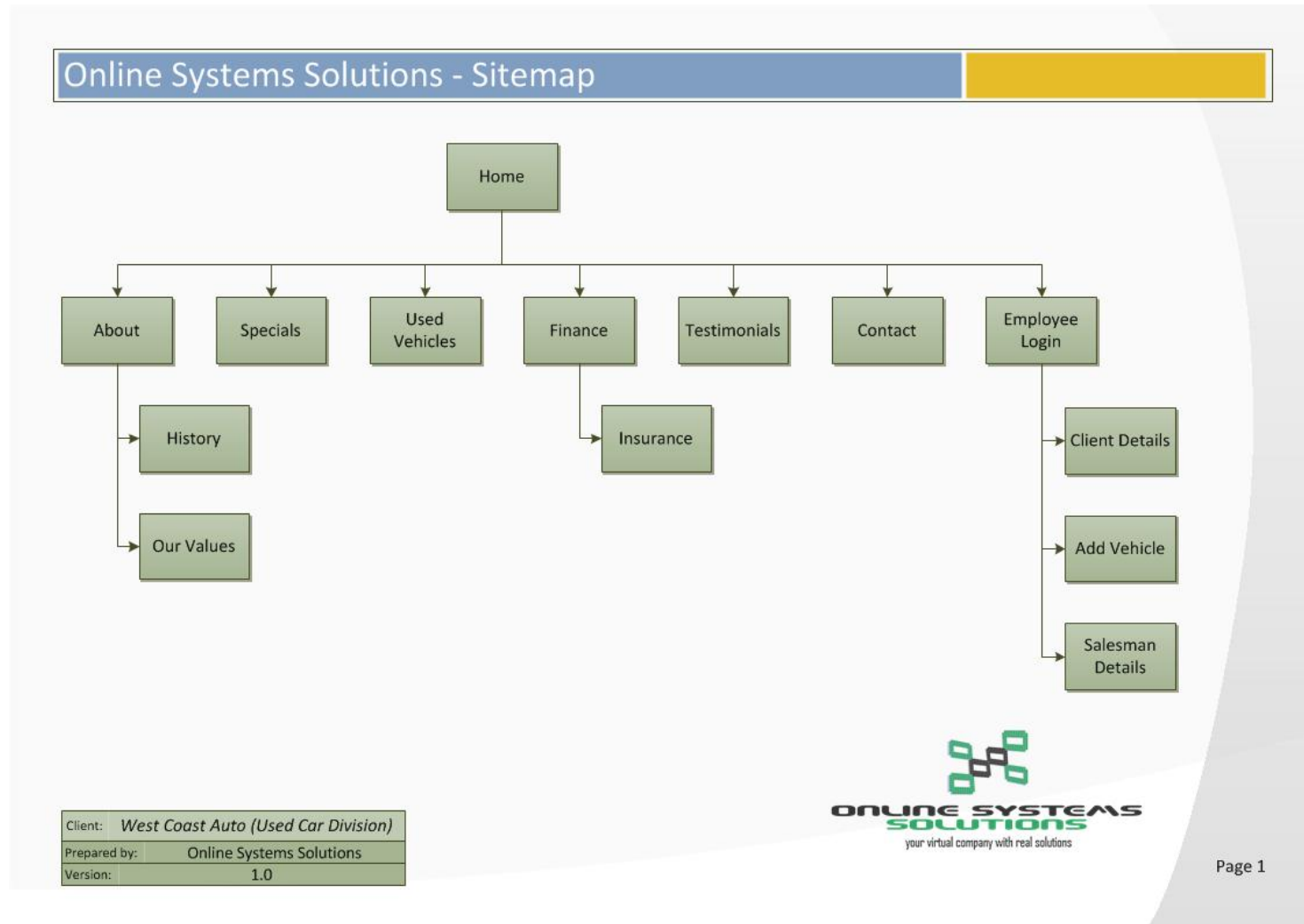
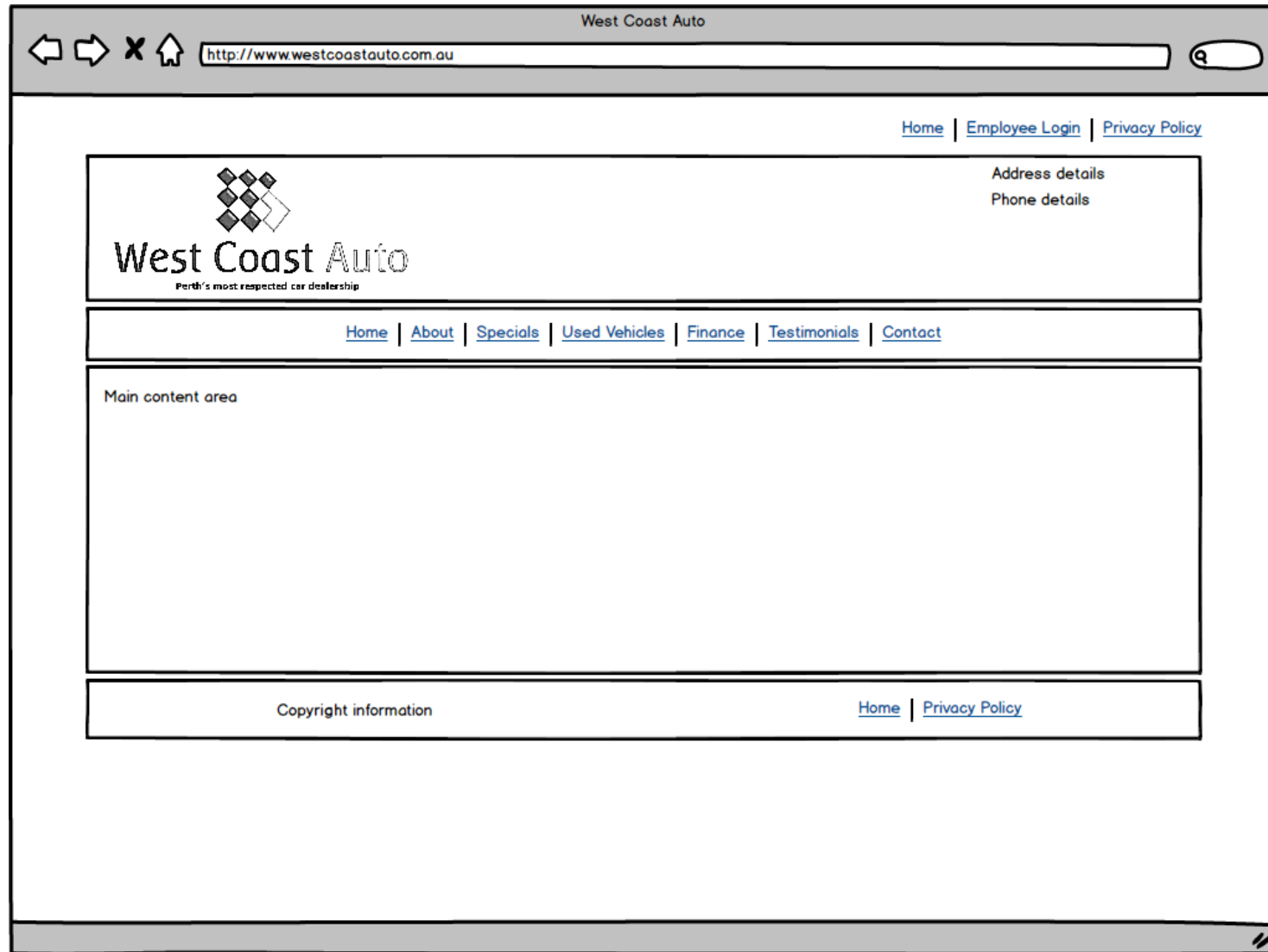


Figure 1

Wireframe

The following image provides a wireframe illustration of the proposed layout of the pages for desktop browsers.



User Interfaces

For the **first stage** of this project you are to design the user interface pages for the following pages:

- Used Vehicle page – well laid out catalog page
- Add Vehicle page – well laid out data entry page
- Client Display – well laid out information page
- Add Client page – well laid out data entry page
- Salesperson Display – well laid out information page

You should ensure that:

- Designs are in keeping with the overall theme and design for the site
- For pages that display information they are well laid out and include all necessary information
- For data entry screens all fields and appropriate buttons are included

Note: these pages will be fully developed to integrate with the database in the **second stage** of the project.

Technical Specifications

Specification Name	Specification metric or measurement	Reference
File naming convention	All lowercase alphanumeric up to 20 characters Three letter file type extensions No spaces, an underscore for separation	
Folder naming convention	Folders should be named to represent the contents of the folder eg: images All lowercase up to 20 characters No spaces, an underscore for separation	
Browser compatibility	Internet Explorer 8+ Mozilla Firefox 10+ Google Chrome 17+	
Browser plug-ins	No specific browser plug-ins required at this stage	
File format to be used	Image files should be .gif, .jpg or .png as appropriate Pages should be .htm	
Document formats	All documents should be provided in PDF format	
Page download times	< 10 secs at 256kbps	
Default screen resolution	1024 x 768 pixels	
Content accessibility	W3C Content Accessibility Guidelines 2.0 (WCAG 2.0) Level A W3C Cascading Style Sheets Level 2 Revision 1 (CSS2.1) minimum	http://www.w3.org/TR/WCAG/ http://www.w3.org/TR/CSS2/
Target Hardware	Systems capable of running the following OS: Windows XP and above Apple Mac OS X	

Database Requirements

The following tables describe the requirements for the database used in the used vehicle database enhancements to the West Coast Auto website. The shopping cart requires five tables as described below.

These tables have been developed based on the output information required you may require additional fields to achieve proper functionality for some or all of the tables.

Customers
Name
Address
Phone
Email
...additional fields as required

Salesperson
Name
Phone
Email
...additional fields as required

Car	Example Data
Stock No	
Manufacturer	
Model	
Category	
Year	
Price	
Kilometres	
Colour	
Registration	
VIN	
Cylinders	
Fuel	eg Petrol, Diesel, LPG
Transmission	eg Manual, Automatic
...additional fields as required	

Manufacturer	Example Data
Name	eg, Toyota, Holden, Ford, Mazda
...additional fields as required	

Category	Example Data
Description	eg: Sedan, Wagon, 4WD, Hatch
...additional fields as required	

Rules

The following rules should apply to the data:

- Each customer is unique – no duplicate data allowed
 - Each salesperson is unique – no duplicate data allowed
 - Each vehicle is unique – no duplicate data allowed
 - A customer can purchase multiple vehicles
 - A salesman can sell multiple vehicles
 - A vehicle can have only one manufacturer and one category
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