Scrappy Compost Business Requirements



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In order to increase new subscribers and enhance user engagement and accessibility, the company is leveraging Google AdWords to run targeted campaigns and undertaking a website expansion. The website expansion will introduce new functionalities, allowing existing users to log in and seamlessly update their personal information or subscription details. New customers will have the capability to create accounts and easily subscribe to the services offered.



Business Objectives

Context

- Customers are required to contact customer service to initiate a subscription, during which they will be prompted to provide essential details, including credit card information.
- Existing customers need to call customer service for any updates to their personal information, as well as to facilitate the commencement or termination of their subscription

Goals

- Drive new customers to the website through Google AdWords with at least 8% click-through rate
- Increase new subscribers by 20%
- New Customers can sign up through the website
- Customers can log in to the website and update their personal information and subscription



Name	Role	Responsibilities
Melinda Greene	Owner	Make key decisions related to project Approve the final design
Rakhi Greene	Chief Operations Officer	Integrate the customer database with Google AdWords for effective ad targeting
Clio Mulch	Facility Manager	Assess the capacity of the production team to meet potential increases in demand resulting from Google AdWords campaign.
Mario Flint	Logistics Manager	Identify any resource constraints that may impact production. None
Emily Loam	Web Developer	Design and develop the functional aspects of the website. Establish and manage links between different parts of the website and the company database.



1. Google AdWords Campaign

- Design, launch, and manage a targeted Google AdWords campaign to drive new customers to the website.
- Achieve a minimum click-through rate (CTR) of 8% as a key performance indicator.

2. Website Functionality for New Customers

- Implement a user-friendly signup process on the website for new customers.
- Ensure that the signup process aligns with the goals of the Google AdWords campaign.

3. Subscription Increase

- Develop and implement strategies to increase new subscribers by 20%.
- Monitor and track subscription metrics to measure the success of the initiative.

4. Customer Account Management

- Enable customers to log in to the website.
- Implement features that allow customers to update their personal information and subscription preferences.

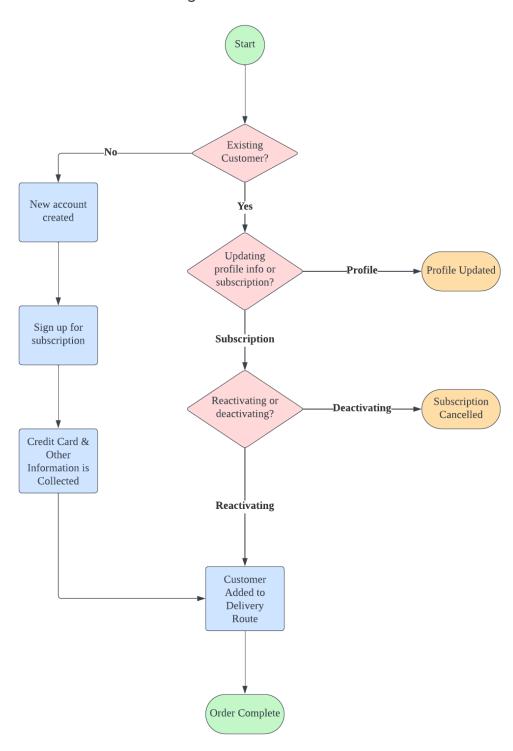
5. Reporting and Analytics:

- Set up reporting mechanisms to track the performance of the Google AdWords campaign, new signups, and subscription increases.
- Provide regular analytics reports to assess the effectiveness of the project.



Functional Requirements

Website Process Flow Diagram





Constraint ID	Description
CON001	All changes must be made by Mid Feb
CON002	Web development and Google AdWords campaign cannot exceed \$50,000