Business Requirements

Website Home Page

**VERSION: 1.0**

DATE 2016/10/01

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| *REQ#* | DESCRIPTION | RATIONALE |
| 1 | The URL for the Home page shall be [www.TheBAGuide.com](http://www.TheBAGuide.com) | Easy to remember and branded |
| 2 | Top navigation bar should be Home, Blog, Contact, About, Testimonials, Recommended Learning | Navigation bar needs to be consistent throughout the site |
| 3 | Recommended Learning link should look like a button | Usability tests shows this is viewed as clickable more often than text only |
| 4 | Top navigation link titled Home shall keep the user at the Home page (www.TheBAGuide.com) | Navigation bar needs to be consistent throughout the site |
| 5 | Top navigation link titled Blog shall send the user to the Blog page | Navigation bar needs to be consistent throughout the site |
| 6 | Top navigation link titled Contact shall send the user to the Contact page | Navigation bar needs to be consistent throughout the site |
| 7 | Top navigation link titled About shall send the user to the About page | Navigation bar needs to be consistent throughout the site |
| 8 | Top navigation link titled Testimonials shall send the user to the Testimonials page | Navigation bar needs to be consistent throughout the site |
| 9 | Top navigation link titled Recommended Learning shall send the user to the Recommended Learning page | Navigation bar needs to be consistent throughout the site |
| 10 | Home landing page shall have a picture with the saying “The best prep for tomorrow is to LEARN SOMETHING TODAY” | Visually appealing and design is modern |
| 11 | Right below the “The best prep…” saying, there shall be a yellow button that states “Get Started” | Gives the user direction on what to do first |
| 12 | Clicking the “Get Started” button will take the user to the Recommended Learning page | Allows the user to review recommended training courses |
| 13 | The Social Share bar (left side of the screen) shall not be visible on this page | Really only utilized to share blog posts |
| 14 | The section below the landing page picture and saying shall be text giving some details about The BA Guide | User can become familiar with the company |
| 15 | The text about the company shall have no grammar or spelling mistakes | Looks unprofessional if it does |
| 16 | The section below the details about The BA Guide shall be links to blog posts | Gives users the ability to see the recent blog posts |
| 17 | The user shall have the ability to get directly to the advertised blog post | Gives users the ability to read the recent blog posts |
| 18 | The link to the blog post shall open up in a new window | So the user won’t lose track of where they are on the website |
| 19 | Website footer shall be visible and contain links to YouTube, Linked In, Twitter, Facebook, and The BA Guide email. Clicking the icons will take you to the applicable platform | Allows the user to connect with The BA Guide |
| 20 | Website footer shall contain a link to the Privacy Policy. Clicking the link will take you to the Privacy Policy page. | Tells the user about important privacy details |