**VecnaCares Digital Marketing Plan**

**Requirements Document**

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| **Version History** | | |
| **Version** | **Date (MM/DD/YYYY)** | **Comments** |
| 1 | 1/31/2022 | The first version of the requirements document after the careful gathering of requirements from the sponsor and determining the scope through the scope statement |
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| **Section 1 – Requirements Summary and Project Overview** |
| The project entails the creation of a digital marketing project plan for VecnaCares that includes a marketing research, analysis, and stakeholder communication plan. Moreover, it must also include the identification of five potential target audiences for the company to target. With this project, Vecna Cares hopes to gain more customers and increase brand awareness**.** |
| A summary of the project requirements is the following:   * The project includes a WBS that describes the marketing research, analysis, and stakeholder communications project plan to reach the nonprofit’s identified target audience * The project includes an assessment of the needs and interests of the target audiences, research of the proposed messaging, and a recommendation of the best channels to use to target those audiences * Project Plan should be completed by **15 April 2022** with a project execution/start goal of 1 May 2022 * The maximum budget for this project is $50,000 USD. Anything beyond that budget must be approved by the sponsor |

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| **Section 2 – Requirements Elicitation Process** |
| The process of requirements Elicitation was the following:   1. The team got together to evaluate and analyze the information given by the professor and sponsor on what the high-level requirements of the project were 2. The team decided on a list of 10 questions that were still unanswered and that helped us redefine the scope of the project 3. The questions were answered by the sponsor on Canvas 4. The answers to the questions were turned into additional requirements that we have included in the scope statement |

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| **Section 3 – Key Roles and Responsibilities** | |
| Sponsor | Requirements approval |
| Project Manager | Change Management, Requirements Elicitation, Requirements Creation, Requirements Testing |
| Team Members | Requirements Elicitation, Requirements Testing |

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| **Section 4 – Change Management** |
| 1. **Define** Here we define the change so we can come up with our what and why. It is important that there is a strong understanding of the change before any next steps occur 2. **Analyze** Analyzing the change allows the team to see the pros and cons. Different metrics could be involved throughout this step to best try and show the predicted value 3. **Decide** Using the data, the team must come up with a decision deciding whether to go through with the change 4. **Plan** Once the decision has been made to move forward with the change, the team must plan for implementation. This may include altering the current scope of the project 5. **Implement** After a plan is put in place, the team must take the necessary steps to put the plan into action 6. **Review** Once the change has been implemented and the effects can be seen, the team must circle back to review and analyze the results of the proposed change |

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| **Section 5 – Requirements Traceability** |
| 1. **Deadlines**: A big part of requirements traceability is checking to see if our requirements are continuously on track to meet the set deadlines. Deadlines give us a good idea about the current schedule of items. Since 100% of the work will be on the WBS it will be straightforward to track 2. **Budget**: Like our deadlines, by comparing the money spent to the expected costs we can see if our requirements have been accurate to the WBS |

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| **Section 6 – Requirements Document Approval** | | | |
| My signature below indicates an understanding of the purpose and content of this document. By signing this document, I have reviewed the information contained in it and agree to it as the formal Requirements Document. | | | |
| **Name** | **Role** | **Signature** | **Date**  **(MM/DD/YYYY)** |
| Professor Tim | Approver |  |  |
| Paul Amendola | Sponsor |  |  |
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