



A college under Mapúa Malayan Colleges Laguna

Requirements Gathering Document

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1. Project Objective

The goal of this project is to design and implement a visually engaging and user-friendly website for **Tipsy Bean Coffee Shop**. The website will serve as a digital presence that showcases the café's unique ambiance, menu offerings, brand story, and location details. It aims to provide customers with easy access to essential information such as the coffee shop's history, signature drinks, food selections, promotions, and directions for visiting.

While the site will not support direct online ordering, it will incorporate interactive links that redirect users to third-party platforms such as **Foodpanda** and **GrabFood** for convenient order placement. This project focuses solely on the **front-end development**, ensuring that the website is responsive, visually consistent with the brand identity, and accessible across devices, enhancing customer engagement and strengthening Tipsy Bean's online visibility.

2. Stakeholders

Name	Role	Responsibility
Juan Dela Cruz	Client	Provides requirements, approves content and design decisions.
Kristien Jaia Santos	Project Manager	Oversees planning, coordination, and delivery of the project.
El Jean Rementas	Designer	Responsible for website layout, branding, and visual identity.
Eric Jay Virtucio	Front-end Developer	Develops the responsive website using HTML, CSS, and JavaScript.
Charley Vergara	Article writer	Creates written content (brand story, menu descriptions, promos).

3. Stakeholder Requirements

Date	Participants	Details
	Client, Project Manager	Initial meeting to identify client's goal Client requested sections for café Story, Menu, Location, and Promotions.
	Designer, Front-end Developer	Reviewed competitor coffee shop websites for layout and color scheme inspiration. Decided on a warm and modern aesthetic
	Writer, Client	Interviewed client about brand history and signature drinks to draft content for "Our Story" and "Specialties" sections.
	PM, Designer	Conducted a brainstorming session on navigation structure,(Home, Menu, About us, Contact, Order Links).
	Front end developer, PM	Discussed responsive design approach for mobile and desktop users. Client emphasized easy access to GrabFood/Foodpanda links
	All	Finalized requirements, Showcase café ambiance, highlight menu items, include story and location, link to delivery apps, and ensure website is visually consistent with brand identity

4. Requirements Analysis and Prioritization

Requirement Category	Requirement Description	Priority (MoSCoW)
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Functional	Homepage featuring café ambiance with hero banner, brand tagline, and a clear navigation menu.	Must
Functional	Menu page with images, descriptions, and prices. Items should be organized logically (e.g., coffee, non-coffee, pastries) and easy to browse.	Must
Functional	“Our Story” section detailing brand history and signature drinks.	Must
Functional	Location & Contact Info with Google Maps integration: The website must include an interactive Google Maps embed with full café address, phone number, and operating hours.	Must
Functional	Promotions/Events section: This section highlights seasonal promotions, special discounts, or upcoming events.	Should
Functional	Redirect links to Foodpanda and GrabFood: Prominent “Order Now” buttons must redirect to third-party delivery platforms in new browser tabs.	Must
Functional	Testimonials/Customer Feedback section: Optional section to display customer reviews or testimonials, enhancing credibility and trust. Can be implemented in later updates if the client provides content.	Could
Functional	Footer with social media links: Every page must include links to Topsy Bean’s official social media profiles.	Must
Non-Functional	Responsive design: Content should adapt dynamically to screen size with no loss of usability.	Must
Non-Functional	Consistent branding: Visual elements (color palette, typography, imagery) must align with Topsy Bean’s physical café branding.	Must

Non-Functional	Accessibility compliance: The site should follow accessibility best practices (e.g., alternative text for images, readable font sizes, contrast ratios) to ensure inclusivity for all users.	Should
Technical	Built with HTML, CSS, JavaScript only. The project scope is limited to front-end development. No server-side or database integration will be implemented.	Must
Business	Strengthen brand visibility and attract new customers.	Must
Business	Support customer retention through promotions and consistent updates.	Should

5. Requirements Documentation

Version #	Requirement Description	Acceptance Criteria	Dependencies
1.0	Global Navigation with sections: Home, Menu, Our Story, Location & Contact, Promotions, Order Links	Nav visible on all pages; active state highlights; keyboard navigable (tab/Enter); mobile hamburger works	Final IA from PM
1.0	Homepage hero showing café ambiance (banner image, tagline, CTA buttons)	Hero image loads within 2s on 4G; tagline readable on mobile; CTAs scroll to Menu and open Order Links	Final hero copy
1.0	Menu page using card layout (image, name, short description, price) with category tabs	At least 12 items; card align on grid $\geq 320\text{px}$; category tab switches without page reload	Product list
1.0	Our story section	Two subsections render properly; text ≤ 300 words; images have alt	Copy; photo assets

		text	
1.0	Location & Contact info block + embedded Google Map	Map iframe shows correct pin; address hours, phone appear and wrap on mobile; external map link opens new tab	Café address & hours
1.0	Order now buttons linking to foodpanda & Grabfood	Buttons visible on homepage; open in new tab; have rel attribute	Official partner URL
1.0	Footer with social links (FB, IG), copyright, quick links	Links open in new tab; icons have aria-labels; footer sticky behavior is consistent	Official social URLs
1.1	Responsive design at 320/480/768/1024/1440 breakpoints	No horizontal scroll; tap targets $\geq 44\text{px}$; images scale; Lighthouse Mobile ≥ 90 for best practices	n/a
1.1	Accessibility pass	All images have alt text; color contrast AA; headings in logical order; focus states visible; skip-to-content link works	Final palette
1.1	Performance & assets	Hero $\leq 300\text{kb}$ (compressed); images lazy-loaded; css/js minified; Lighthouse Performance \geq on mobile	Compressed assets
1.1	SEO Basics	Unique <title>, meta description, open graph image; sitemap placeholder; favicons included	Final copy; logo set
1.2	404 page	Friendly message; link	n/a

		back to Home; matches site branding	
1.2	cookie/notice bar (non-tracking) for external link reminder (optional)	Single dismissable banner explaining third-party ordering handled off-site	Client approval

6. Review and Validation

Review Date	Feedback Received
	Initial wireframe review: Client liked the overall navigation flow but requested a more visually engaging homepage with a larger hero image and tagline that better captures the café's ambiance.
	Color scheme and branding review: Designer proposed a warm earthy palette. Client approved but suggested slightly brighter accent colors to match the café's logo and interior.
	Content review: Writer shared draft for "Our Story" and "Specialties" sections. The client appreciated the tone but requested the addition of a paragraph about sustainability practices.
	Menu structure validation: Client approved the categorized layout (coffee, non-coffee drinks, food items) but emphasized the need for images for at least the top 10 best-sellers.
	Promotions section validation: Stakeholders recommended card-style placeholders for promotions/events instead of plain blocks. Client agreed, noting it would make seasonal offers stand out more.
	Testimonials idea proposal: Team suggested adding a testimonials section in future iterations. Client was open to the idea but noted it should remain optional depending on space and final layout balance.

7. Updates and Maintenance

Last Updated Date	Changes Made
<i>TBD</i>	Initial draft created.
<i>TBD</i>	Added branding requirements after client feedback.
<i>TBD</i>	Updated menu structure to include images for top 10 items.
<i>TBD</i>	Added sustainability practices to “Our Story” section.

8. Final Approval

Approval Date	Stakeholder	Signature
	Juan dela Cruz	
	Kristien Jaia Santos	
	El Jean Rementes	
	Eric Jay Virtucio	
	Charley Vergara	