



Functional specification

Contents:

- ❖ 1. Introduction
- ❖ 2. Purpose of the document
- ❖ 3. Project scope
- ❖ 4. Risks and assumptions
- ❖ 5. Product overview
- ❖ 6. Requirements
- ❖ 7. Configuration
- ❖ 8. Must and nice to have
- ❖ 9. Use case
- ❖ 10. User stories
- ❖ 11. Project planning document
- ❖ 12. Site analysis
- ❖ 13. Competitor analysis
- ❖ 14. Keyword analysis
- ❖ 15. Page optimization
- ❖ 16. Meta optimization
- ❖ 17. Image optimization

Introduction:

SpaceX designs, manufactures and launched advanced rockets and spacecraft.

The company was founded in 2002 to revolutionize space technology, with the ultimate goal of enabling people to live on other planets. They now want a microsite to announce their launches of their new spacecrafts.

Purpose of the document:

The purpose of this document is to document the business requirements and functional rules of mobile and website. This document will make it easier to understand the client and the user. And also give a debt in the user's and client's needs.

Project scope :



Project Goals

The goal is to create a microsite for SpaceX to raise awareness about space program activity around the world. It should be understandable for the user and represent the client.

Deliverable

It should be responsive to multiply devices. Moste nesseealy is mobile and laptop.

Features

The site should appeal to a specific target audience and provide links to more information, live feeds of launches, and so forth.

Tasks

Build a responsive microsite for SpaceX.

Minimum 4 pages.

Contact form.

About us.

Live feeds of launches.

Homepage/front page.

Deadline

Week 1: Functional spec, project planning document, Gantt chart

Week 2: Target audience, personae/storyboards, wireframe/prototype

Week 5: Report with link to microsite, all les compressed to ZIP

Risks and assumptions

The risk of this project is bugs, or that the API fails.

I don't hit the right user or they don't understand what this microsite is about.

The client doesn't like the design.

The colours don't benefit users that are color blind, or it is hard to read.

The call-to-action buttons do not work.

The contact form do not work.

Product overview

Making a microsite that shows the upcoming launches, displayed on mobile, ipad and laptop.

The user will easily know what SpaceX is and what the upcoming launches is.

Requirements

Critical features of the product that answer the question, what does the product do?

Configuration

Show the upcoming launches

Contact form to contact SpaceX.

Information about SpaceX.

Information about the product.

Must and nice to have:

Homepage:

Logo

Navigation bar

Images that gives meaning about SpaceX

Call-to action button, with hover effect

Text to introduce what SpaceX is

Small teaser text`s that is interesting to read, so they want to continue to look at the website

Nice to have:

Videos

image slide

About us:

Interesting text about SpaceX

Image

Location

Nice to have:

Map

image slide

Launches

Timeline of launches

Images

Nice to have:

Call-to-action buttons

Contact us:

Contact form

Input fields

Validate email address

Nice to have:

Images

Use case

A user arrives to the homepage and understand what SpaceX is, and what this microsite is about. It is necessary information and images to describe what microsite this is.

A user arrives to about us page, and get enough information to know more about SpaceX and their work and where they are located.

A user arrives to the Launches page and see what spacecraft are launched and can follow the journey.

A user arrives to the contact us page and fills the contact form. The user receives a message confirming that the message has been sent.

User stories:

Theme: Microsite

Homepage:

Epic:

As a user, i want to see what SpaceX is, so that i know what they do.

Features:

- Display images and text

User stories:

- As a user, i want to access the home screen, so that i can enter the page
- As a user, i want to see information that make me understand SpaceX
- As a user, i want to see images that show what this site is

About us:

Epic:

As a user, i want to see more information, so that i know what SpaceX is

Features:

- Display images and text

User stories:

- As a user, i want to read more about SpaceX, so i know what they are doing
- As a user, i want to see where they are located, so i know where they are

Launches:

Epic:

As a user, i want to see the launches, so that i know when the next rocket are launched

Features:

- Display launch times

User stories:

- As a user, i want to see when the rockets are launched, so i can know when it is

Contact us:

Epic:

As a user, i want to contact the company, so that i can ask the question i want to learn more about

Features:

- Display a contact form

User stories:

- As a user, i want to fill in my name, so they can see that it is me that are writing
- As a user, i want to fill in my email, so that they can respond to it
- As a user, i want to write a message, so i can ask them if i have any questions

Project planning document

Site Analysis:

I will analyze the site daily and state them as a clear report and the improvement will be marked and reports will be sent in 2 different subjects and different weeks. I will also make a Gantt Chart to mark down the completed work.

Competitor Analysis:

I will analyze the competitors and look if there is any similarity, what keywords they are using, colors and fonts. And also look for inspiring concept.

Keyword Analysis:

I will make a list with different keywords that for me gives meaning. The keywords that i prepare will be a collection of long, short and global keywords.

Page optimization:

I will give pages that is interesting and give meaning to the client and the user. It will be mobile first, and fit for different devices. It will be user friendly and easy to understand.

Meta optimization:

I will give a good list of title, description and keywords which may exactly fit to this site and it will be easy for search engines to locate this site quickly and this is a permanent fix.

Image optimization:

I will give the images an alt tags that will give meaning for them, and choose images that make sense to the users and for the microsite.

