

# Vero - Business Portfolio System Vision

*This document outlines the 1st iteration's goals, requirements, and capabilities.  
This specification will be used to guide the design and development of the system.*

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## Business Need

The business lacks an online presence.

This limits its ability to:

- Reach a broader audience
- Provide product information

Additionally, this hinders:

- Business growth
  - Brand credibility
  - Customer Engagement
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## System Capabilities

This iteration will be focused on the creation of a brochure-style website.

- Providing information about the business
  - Showcasing product offerings through images and descriptions
  - Highlighting customization options
  - Presenting contact details for inquiries
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E-commerce functionality will not be included in this phase.  
The emphasis will be on delivering the following key elements:

### Home Page

- Introduction to the business and its core offerings
- Call to action, guiding users to explore or reach out

### Products & Services Page

- Overview of the party packs and chocolate bars
- Descriptions of the customization process

## About Page

- Unique selling point
- Introduction to the team
- Description of the business

## Contact Page

- Contact details
  - Contact form
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## System Requirements

The system needs to meet the outlined criteria:

### Content Requirements

- Business overview
- Product descriptions
- Customization details
- High-quality images
- Contact information

### Design Requirements

- Clean, minimalist visuals
- Creative, playful theme
- Easy-to-navigate structure
- Responsiveness for desktop and mobile

### Technical Requirements

- CMS (Content Management System)
  - SEO (Search Engine Optimisation)
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## Business Benefits

This iteration will establish an online presence by acting as a digital storefront, enhancing visibility and credibility while expanding the business's reach and driving growth. It will also provide customers with an easy way to explore product offerings and connect with the business.

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