Website functional specification

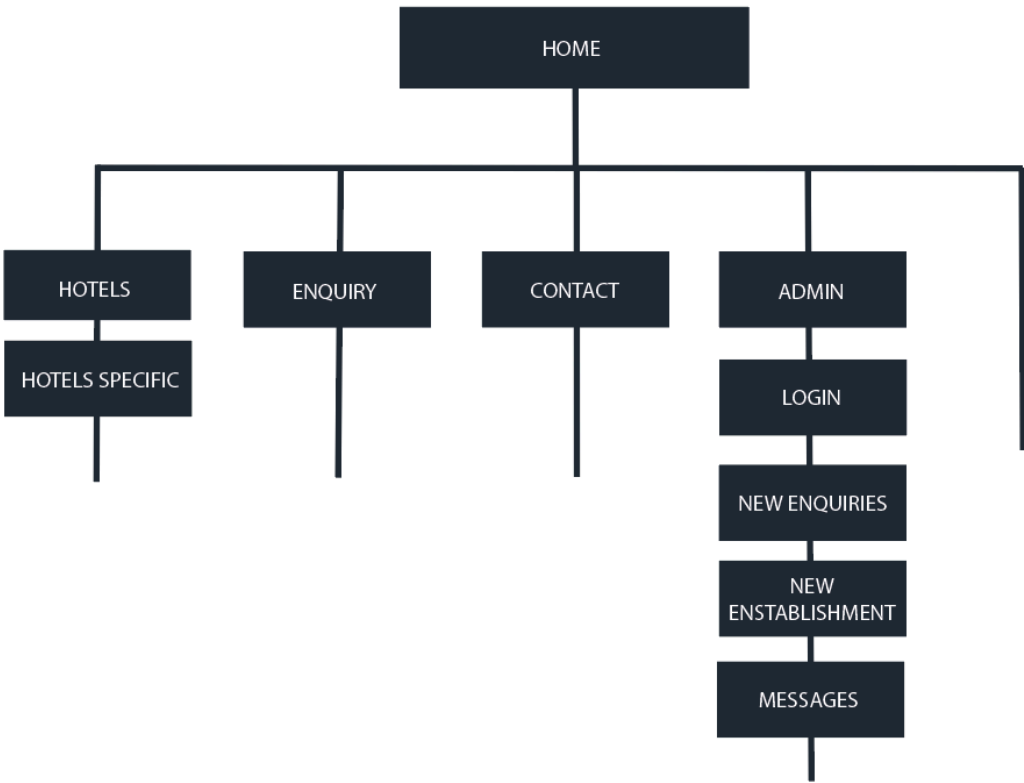|	
WHO ARE YOU?	It can be useful to remind internal users what your purpose is and is essential to good function and design to explain this to external vendors. What does your organization do? When was your organization founded and why? Size of company and location. Main products and services.
	We are a local tourism agency in Bergen how is launching a new website called 'Holidaze' for all visitors to the area to be able to find hotels, B&Bs and guesthouses, and for the accommodation owners to receive enquiries from the visitors. Our organization was founded back in 1994 in Bergen city. The reason why we decided to start a business was because of the growing tourism in the city. Therefore, we would like to offer tourists a place to stay.
WHY DO YOU NEED A WEBSITE?	What's the purpose of a website? What are your business goals for the website and how will you know when you've achieved them? What are the problems with your existing site? An example of a goal is to increase inbound leads for services. A secondary goal might be to improve how fast account managers are notified of web-based inquiries.
	Our current website is very outdated design wise and has a poor usability. The reason we want to update ours is because the use of the internet has evolved and everything is happening on the internet nowadays. We want the site to be more appealing and at least be legible friendly for visitors to Bergen. Our goal is to use the website to promote our hotel and get the most guests to book accommodation with us.
WHO IS YOUR KEY AUDIENCE?	Who needs to look at your website? Is it customers? Researchers? The press? And what does your audience want to do when they get to your site? What do you want them to do?
	Our audience is all visitors who come to Bergen. That is, both those who travel far and those who do not. The biggest goal of ours is that everyone who visits our website book accommodation with us. Not least, get interested in staying and exploring Bergen city. Last but not least come back to Bergen and book accommodation again with ous.
HOW SHOULD YOUR SITE BE ORGANIZED?	Sketch out the information architecture. Don't be constricted by any existing designs. And don't be surprised if this sketch changes during development.

HOW DOES IT WORK?	You can discuss this aspect without having a background in web programming if you consider such things as whether a page should include an address form or what is required if you need to accept payments. The organization and functionality discussion may be best expressed in user stories: As a <user>, I want to <do something>, so that I <achieve or create a benefit>. For example: *As a customer, I want to remove extra items from my cart so that I buy only what I need.*
	As a customer you should be able to use a search box and search for the desired accommodation. They should be able to choose between dates to check in and check out and contact us in a form where the administration will be able to get the messages. Last but not least be able to add establishments as admin.
WHO ARE YOUR COMPETITORS?	Listing the sites of your immediate competitors can provide ideas for improvements and opportunities to add value that their sites can't offer.
	My competitors are obviously everyone in Bergen who runs a hotel or can offer tourists and travelers a place to stay. For example, the biggest competitors are Radisson, Scandic and Clarion hotels.
WHAT ELSE?	Consider how your site will be used, or the usability. Detail any compliance requirements, such as HIPAA for healthcare sites.
	Ease of use has been taken into account throughout the design. The website should be readable by anyone in terms of font size. When it comes to colors, the website has been tested with WAG so that those who are possibly color blind can use the website as well.
WHAT IS YOUR BUDGET AND DEADLINE?	It's important for you and your web development vendors to understand these potential constraints.
	We are so lucky to get voulentairs to help us create the website for us. The time taken to complete the website is 7 weeks. The deadline for the project will be on June 5, 2020.