



# **Building an Agency**

The full Requirements document

By  
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## Introduction

I embarked on a 14-day journey to craft an exceptional single-page agency with our comprehensive 'Development Roadmap.' This document serves as my detailed guide, outlining my step-by-step approach from project initiation to post-deployment activities. I dove into the planning, design, development, testing, and deployment phases, with a clear breakdown of tasks, timelines, and resource allocation. Immersing myself in the intricacies of creating a visually stunning and user-friendly , I aimed to meet client expectations and industry standards. This user-centric requirement document became my key to navigating a successful web development adventure, providing me with insights, milestones, and best practices for creating an impactful digital presence.



## Overview

### Client Request:

A client has specifically requested our team to build a single-page agency to serve as their primary landing page for engaging with potential clients. The goal is to create a visually appealing and concise online presence that captures the essence of their services and encourages client interaction.

### Client's Expectations:

The client envisions a single-page structure for simplicity and streamlined navigation. They want the to be the central hub for their brand, offering a seamless user experience that effectively communicates the agency's strengths and expertise. Key expectations include:

#### 1. Content Conciseness:

1. Present essential information in a clear and concise manner on a single page.
2. Ensure that visitors can quickly understand the agency's services, team, and value proposition.

#### 2. Strategic Sections:

- Organize the content into strategic sections that highlight different aspects of the agency.

- Consider dedicated sections for an agency overview, team profiles, and a contact form.

### **3. Compelling Visuals**

- Incorporate visually appealing elements such as high-quality images, graphics, or multimedia content.
- Maintain a cohesive design that aligns with the client's brand and resonates with the target audience.

### **4. User Engagement:**

- Prioritize a user-friendly design that guides visitors seamlessly through the content.

### **5. Mobile Responsiveness**

- Ensure that the single-page is fully responsive on various devices, especially mobile.
- Optimize the layout and content to provide an optimal viewing experience on smaller screens.

### **6. Call-to-Action (CTA)**

- Include strategically placed calls-to-action that prompt visitors to inquire about the agency's services.
- Make it easy for potential clients to express interest or contact the agency for further information.



## **Project Emphasis:**

Our focus will be on creating a compelling and impactful landing page that aligns with the client's vision. The development process should prioritize a user-centric design, content effectiveness, and seamless navigation, all within the constraints of a single-page structure.

By meeting these expectations, we aim to deliver a standout landing page that not only represents the client's brand effectively but also serves as a powerful tool for client engagement.

## Development Overview

### Purpose and Goals:

Build an agency to attract potential clients by showcasing the team's expertise, providing information about each team member, and offering an easy way for clients to inquire about collaboration.

### User Requirements

1. Easy navigation for potential clients.
2. Clear and concise information about services offered.
3. Accessible team member profiles.
4. Easy way to send request our services
5. Intuitive for the visually impaired

### Core Features:

#### 1. Navigation Section:

- Allow potential clients to see an overview of the sections via the links e.g about us, contact us, etc
- When the user clicks on any of the navigation links they should be taken to a section of the page visually appealing profiles.





## **Intuitive Navigation**

- Implement clickable elements for easy navigation to different sections of the webpage.
- Provide a clear menu or navigation bar for quick access to relevant information.

## **2. About Us Section:**

- Allow potential clients to view detailed information about the agency

## **3. Team Information Section:**

- Allow potential clients to view detailed information about each team member.
- Showcase team members' roles, skills, and professional backgrounds through visually appealing profiles.
- Skills, expertise, and role descriptions for team members.
- Contact information e.g Instagram, FaceBook, LinkedIn, etc

## **4. Contact Section**

- Include a dedicated contact section with a user-friendly contact form for inquiries.
- The contact form should include the following fields that are all required:
  - Email
  - phone,
  - Text box with a limited amount of characters the potential client can input. This will prevent the user from spamming us with an unlimited amount of characters



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## 5. Responsive Design:

- Ensure a seamless and consistent user experience across mobile, tablet, and desktop devices.
- Optimize content for readability and accessibility on various screen sizes.

## 6. Publicly Accessible Domain:

- Host the at a publicly accessible domain name

## 7. Keyboard Controls for Navigation:

- Enable visually impaired users to navigate the using keyboard controls.
- Ensure that all interactive elements are accessible via keyboard shortcuts.

## 8. Screen Reader Accessibility

- Guarantee compatibility with screen readers for an inclusive user experience.
- Provide accurate and descriptive information through screen readers, particularly for multimedia content.

## 9. Technologies requirements

- HTML
- CSS
- JS
- Google fonts for additional font styling
- Font awesome for additional icons

## Testing and Quality Assurance:

- Conduct thorough testing for functionality, responsiveness, and accessibility.
- Implement quality assurance processes to verify that each user story's acceptance criteria are met.
- Prioritize user testing, especially for visually impaired users, to ensure a universally accessible .

## Compatibility/Browser Compatibility Requirements:

- Ensure compatibility with major browsers (Chrome, Firefox, Safari).
- Test on different devices (desktop, tablet, mobile) using Chrome built in test for being able to test on different tablets

## User Stories

### Overview

This section provides a detailed breakdown of the essential user stories. The User stories serve as the foundation for feature development, outlining specific functionalities from the perspective of potential clients. In this section we can dive into the specifics of what users expect and need from the , guiding the development process and ensuring a client-centric approach.

### Core Stories

#### User Story 1: Navigate Sections with Navigation Bar

##### Acceptance Criteria:

- Utilize clickable elements to navigate to different sections of the webpage.
- Confirm the presence of a clear menu or navigation bar.
- Experience smooth transitions between sections for a user-friendly journey.

##### Who:

- All users visiting the , including potential clients and general visitors.

##### What:

- Users should be able to easily navigate between different sections of the using a clear and functional navigation bar.

**Why:**

- To enhance the user experience by providing an intuitive and efficient way for users to explore and access different content sections on the . A well-designed navigation bar improves accessibility, encourages exploration, and contributes to a positive overall impression of the .

**User Story 2: Explore About Us Section****Acceptance Criteria:**

- Navigate to a dedicated "About Us" section providing information about the agency.
- Access details on the agency's mission, values, services and history.

**Who:**

- Users, particularly potential clients interested in gaining insights into the agency's background, mission, and key team members.

**What:**

- Users should be able to access a dedicated "About Us" section on the , providing comprehensive information about the agency's mission, values, history, and key team members.

**Why:**

- To offer transparency and build trust with potential clients by providing a deeper understanding of the agency's background, mission, and the people behind the work. This section contributes to establishing a connection and showcasing the agency's identity in a meaningful way.

## User Story 3: View Team Information

### Acceptance Criteria

- Navigate to a dedicated section showcasing information about each team member.
- Access team members' profiles with details on their roles, skills, and professional backgrounds.
- Easily identify team members through clear visuals and descriptive content.

### Who:

- Users, specifically potential clients interested in learning about the team members of the agency.

### What:

- Users should be able to navigate to a dedicated section on the that showcases information about each team member

### Why

- To provide potential clients with insights into the agency's team, including details on team members' roles, skills, and professional backgrounds. This transparency helps establish credibility and fosters a sense of connection, allowing potential clients to better understand the expertise within the team

## User Story 4: Responsive

### Acceptance Criteria:

- Access and navigate the seamlessly on mobile, tablet, and desktop devices.
- Ensure a consistent and user-friendly experience across different screen sizes.
- Confirm that all content is readable and accessible on various devices.

### Who:

- Users, including potential clients, accessing the from various devices such as mobile phones, tablets, and desktop computers.

### What

- Users should be able to access and navigate the seamlessly on mobile, tablet, and desktop devices.

### Why:

- To ensure a consistent and user-friendly experience across different screen sizes, meeting the needs and preferences of users who may use different devices to access the . This optimization aims to provide an inclusive and accessible browsing experience, enhancing overall user satisfaction and engagement.

## User Story 5: Contact the Agency

### Acceptance Criteria:

- Find a dedicated contact section with a contact form for inquiries.
- Access contact details, including email and phone, for quick communication
- Receive confirmation or acknowledgment upon submitting an inquiry.

### Who:

- Users, particularly potential clients interested in reaching out to the agency for inquiries or collaboration.

### What:

- Users should be able to find a dedicated contact section with a contact form for submitting inquiries.
- Users should have access to contact details, including email and phone, for quick communication.

### Why:

- To facilitate seamless communication between potential clients and the agency. The dedicated contact section with a contact form provides a structured and convenient way for users to submit inquiries. Access to email and phone details ensures alternative communication channels for those who prefer direct contact. The confirmation or acknowledgment upon submitting an inquiry adds a layer of reassurance, letting users know that their message has been received and will be attended to.



## User Story 6: Explore Footer Information

### Acceptance Criteria:

- Access essential links and information in the footer.
- Confirm the presence of standard footer elements such as contact information, social media links, and privacy policy.
- Experience a consistent and user-friendly layout in the footer across different pages.

### Who:

- All users visiting the , seeking additional information, contact details, and links to related resources.

### What:

- Users should be able to access essential links and information conveniently placed in the footer, including contact details, social media links, and privacy policy.

### Why:

- To provide users with quick access to important information and resources, enhance navigation efficiency, and maintain a consistent user experience. The footer serves as a valuable area for users to find additional details, contact the agency, and explore related content.

## User Story 7: Publicly Accessible Domain

### Acceptance Criteria:

- Access the at a publicly accessible domain name (e.g., [www.agency.com](http://www.agency.com)).
- Ensure the domain is secure and reliable for potential clients to visit.

### Who:

- Users, especially potential clients, are looking to access information about the agency.

### What:

- Users should be able to access the at a publicly accessible domain name (e.g., [www.agency.com](http://www.agency.com)).
- The domain should be secure and reliable for potential clients to visit.

### Why:

- To ensure that users, particularly potential clients, can easily access the agency's online presence through a memorable and user-friendly domain name. The use of a secure and reliable domain enhances trust and credibility, reassuring visitors that their interactions with the are safe. A publicly accessible domain name contributes to the agency's visibility and professionalism, making it more likely for potential clients to engage with the content and services offered.

## User story 8 Additional Stories (Visually Impaired User)

### Acceptance Criteria:

- Utilize keyboard controls to navigate through all interactive elements on the .
- Confirm that each interactive element is accessible and actionable via keyboard shortcuts.
- Receive audible feedback or visual cues to assist in navigation.

### Who:

- Users, specifically those who may navigate the using keyboard controls, including individuals with visual impairments.

### What:

- Users should be able to utilize keyboard controls to navigate through all interactive elements on the .
- Each interactive element should be accessible and actionable via keyboard shortcuts.
- Users should receive audible feedback or visual cues to assist in navigation.

### Why:

- To enhance accessibility for users who rely on keyboard controls, including those with visual impairments. Providing keyboard navigation ensures that all users, regardless of their preferred input method, can navigate and interact with the effectively. Making interactive elements accessible via keyboard shortcuts is crucial for users who may not use traditional mouse-based navigation. Audible feedback or visual cues further assist users in understanding their navigation progress and actions, contributing to an inclusive and user-friendly experience.

## User Story 9: Screen Reader Accessibility:

### Acceptance Criteria:

- Ensure compatibility with screen readers for an inclusive experience.
- Receive accurate and descriptive information from the screen reader regarding content.
- Confirm that all multimedia content has alternative text for screen reader users.

### Who:

- Users who rely on screen readers for accessing and understanding content, particularly individuals with visual impairments.

### What:

- Ensure compatibility with screen readers for an inclusive experience.
- Users should receive accurate and descriptive information from the screen reader regarding content.
- Confirm that all multimedia content has alternative text for screen reader users.

### Why:

- To prioritize inclusivity by ensuring that users who depend on screen readers can fully engage with and comprehend the content on the . Compatibility with screen readers is essential for users with visual impairments to navigate, consume information, and interact with the effectively. Providing accurate and descriptive information ensures that screen reader users receive meaningful context, enhancing their understanding of the content. Including alternative text for multimedia content (images, videos) allows screen reader



users to access information that may be conveyed visually, promoting a more accessible and equitable user experience.

## Project Plan: Building Agency

The goal is to create a single-page agency for the client, meeting specific requirements within a 14-day timeframe. The tasks will be identified, broken down, and assigned between myself and another team member.

**Timeline: January 10, 2024, to January 24, 2024**

### Phase 1: Planning (Day 1-2)

#### Define Project Scope and Objectives:

- ☐ Clarify the project goals, scope, and client expectations.
- ☐ Identify key features and functionalities required.

#### Task Breakdown:

- ☐ Create a detailed list of tasks based on the user stories and requirements.
- ☐ Group tasks logically under categories such as design, development, testing, and deployment.

#### Resource Allocation:

- ☐ Allocate certain task to individual

#### Set Milestones:

- ☐ Establish key milestones to track progress.
- ☐ Set daily or bi-daily check-ins for progress updates.

## Phase 2: Design and Wireframing (Day 3-4)

### Wireframe Creation:

- ☐ Develop wireframes for the single-page layout.
- ☐ Collaborate with the team to finalize the design structure.

### Branding and Aesthetics:

#### Aesthetics:

- ☐ Define the visual identity, including color schemes, fonts, and imagery.
- ☐ Create a style guide for consistent branding.

#### Branding:

- ☐ Decide the company name
- ☐ Decide the purpose of the company e.g web development company, photography company, etc
- ☐ A small introduction about the company to be used in the about section
- ☐ Decide the services the company provide e.g 4 to go with the mock design
- ☐ A small description about the team to go in "Meet the team" section
- ☐ A small description about the manager
- ☐ A brief description about the three key work and their roles within the company
- ☐ A brief description about each of the apprentices
- ☐ A small description in the contact us section e.g To enlist our services please fill in the form on the right

- ☐ Define the Agency we going to building, including the name, purpose, introduction,etc

### **Setup Github Tracking Functional:**

- ☐ Try to set up github tracking and functionality.

## **Phase 3: Development (Day 5-10)**

### **Frontend Development:**

- ☐ Begin developing the frontend of the .
- ☐ Implement responsive design for different devices.

### **Navigation and User Interface:**

- ☐ Implement the navigation bar with smooth scrolling.
- ☐ Ensure intuitive user interface elements.

### **About section:**

- ☐ Develop a dedicated section for the company.
- ☐ Define the services they are going to be providing

### **Team Member Profiles:**

- ☐ Develop a dedicated section for team member profiles.
- ☐ Incorporate concise and visually appealing team bios.
- ☐ Contact Information



**Contact Section:**

- ☐ Design and implement the contact section with a form and contact details.
- ☐ Ensure form validation and any confirmation messages.

**Footer Section:**

- ☐ Design and implement the footer section and any appropriate links.

**Phase 4: Testing and QA (Day 11-12)****Functional Testing:**

- ☐ Conduct thorough testing for functionality.
- ☐ Verify that all features work as expected and things are in the correct place e.g Nav links, etc

**Responsiveness Testing:**

- ☐ Test the on various devices and browsers e.g Firefox, chrome.
- ☐ Ensure a consistent user experience.

**Accessibility Testing:**

- ☐ Verify keyboard controls and screen reader compatibility.
- ☐ Confirm the 's accessibility for all users.

## Phase 5: Deployment and Finalization (Day 13-14)

### Domain Setup:

- ☐ Push to Github pages
- ☐ Write the Github pages

### Deployment:

- ☐ Deploy the to the hosting server.
- ☐ Confirm the is live and accessible.

## Post-Deadline (January 24, 2024):

### Review and Reflection:

- ☐ Conduct a team review meeting to discuss the project's success and areas for improvement.
- ☐ Reflect on lessons learned for future projects.
- ☐ Officially hand over the to the client.

### Final Notes:

- Utilize project management tools to track progress and manage tasks.
- Adapt the plan as needed based on real-time progress and unexpected challenges.

This detailed project plan provides a step-by-step approach for building the agency within the given timeframe, incorporating planning, design, development, testing, deployment, and post-deadline activities. Adjust timelines and tasks based on your team's capacity and priorities.

## Development Roadmap

### Features Overview

In this section of the Web Development Roadmap, we delve into the detailed features essential for crafting a robust single-page agency . Each feature is meticulously outlined, accompanied by user stories, acceptance criteria, and insights into the 'who,' 'what,' and 'why' behind its implementation. From navigation and user interface design to team information and footer details, this comprehensive breakdown equips you with a clear understanding of the key components contributing to a successful online presence.

### Functionality Requirements and features breakdown

- ☐ Professional and modern design.
- ☐ Mock web page design
- ☐ Consistent branding throughout the site.
- ☐ Font styling
- ☐ Theme
- ☐ Site Title

## Single page application with several features

### Navigation Section (Feature 1)

- ☐ Logo
- ☐ Nav links
- ☐ Navigation/Color color
- ☐ Font to use
- ☐ Intuitive navigation with easy access to key sections.
- ☐ Mobile responsiveness for a seamless user experience

### Banner Section (Feature 2):

- ☐ Image Banner
- ☐ Call to action
- ☐ Mobile responsiveness for a seamless user experience

### About Us Section (Feature 3):

- ☐ Introduction for the company
- Services we offer
  - ☐ List the services we provide in a visual stunning way e.g this can be done use cards, divs, etc
  - ☐ Icon or images to make it visually stunning
  - ☐ Box shadow to the div
  - ☐ Hover action e.g the box grows a little bit or becomes lighter
  - ☐ Responsive to Mobile and different screens for a seamless user experience

## Team section Section (Feature 4)

- ☐ Introduction to section
- Team members information for each
  - ☐ Photos
  - ☐ Names
  - ☐ Roles
  - ☐ Add Brief descriptions for each team member maybe between (min:50, maximum 600)
  - ☐ Socials

## Contact Us Section (Feature 5)

- ☐ Brief introduction to the section
- Form

### Form elements

- ☐ Name (required)
- ☐ Email (required)
- ☐ Company (required)
- ☐ Text Description (required)
  - ☐ Remaining text counter that display the number of characters left for the use
- ☐ Submit Button

## Footer Section (Feature 6)

- ☐ Socials
- ☐ Any links
- ☐ Footer color

## Responsiveness using media queries (Feature 7)

Integration to ensure that all features of the are responsive and work together on various devices.

- ☐ Small screen (mobiles)
- ☐ Medium screen
- ☐ Large screen

## Accessibility (Feature 8)

Ensure the the client can view the on some kind of hosting site

- ☐ Github web pages

## Create a github readme.md file (feature 9)

Create a github readme page for the application

- ☐ Readme file

## Stretch Goal - Additional optional feature (feature 10)

Create a automatic triggers using github

- ☐ Create Github triggers

## Features allocation

In the Features Allocation section, we define the crucial task of assigning team members to specific functionalities.

The contains ten features that are key components of the site

- ☐ Navigation feature
- ☐ Banner Feature
- ☐ About Us Feature
- ☐ Team section feature
- ☐ Contact us feature
- ☐ Footer feature
- ☐ Responsiveness feature
- ☐ Accessibility feature
- ☐ Github ReadMe feature
- ☐ Stretch goal feature



## Project Overview

This concludes this comprehensive exploration of our web development requirements. This was intended to give an overview of the core elements that helped shape the development of the webpage. From user stories and features allocation to the meticulous planning of the development phases, each aspect contributes to the creation of an exceptional single-page agency . This document serves as our roadmap, guiding us through planning, design, development, testing, and deployment and by following this roadmap, we aim to deliver a visually stunning, user-friendly, and impactful that reflects the professionalism and expertise of our agency.

### Creator

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