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Business Requirements Document

MC 7368: Hibu.co.uk rebranding

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# Document Version Control

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| --- | --- |
| **Version** | **Date and comments** |
| Draft | Created by Jessi Alva |
| Version 0.1 | Updated by Jessi Alva after meeting with Alex |
| Version 0.2 | Updated by Jessi Alva after notes provided from Alex based on outcome of meeting with James and Adrienne + review with David Lewis. |
| Version 0.3 | Updated by Alex Hodge |
| Version 0.04 | Updated by Alex Hodge |
| Version 0.05 | Updated by Alex Hodge |
| Version 0.6 | Updated by Jessi Alva after meeting with James O |
| Version 0.7 | Added notes from Story meeting on 06/30/2014 |
| Version 0.08 | Added notes from meeting 1 Jul 2014 |
| Version 0.09 | Updates following meetings 3 Jul 2014 |
| Version 0.10 | Updates following meetings 7 Jul 2014 |
| Version 0.11 | Updates following meetings 8 Jul 2014 |

# Requirements

## Scope

The UK Geo is currently rebranding their go to market operations from hibu to Yell. In order to support this, we will need to make changes to the business.hibu.co.uk site.

These changes include:

* Rebranding elements of the site to be “Yell”
* Making a number of the pages responsive

To achieve these objectives, the most effective approach is to rebuild the site based on the current business.hibu.es source code.

This scope is defined in more detail further on this document. A summary of what is in scope/out of scope is included in the diagram below:



## Brand and Responsiveness Requirements per page (Website Sitemap)

1. The below list includes all the requirements broken down by page and URL.

| **Page Type** | **Page Description** | **URL** | **Yell Rebrandi** | **Responsiveii** | **Wireframe** | **Comments** |
| --- | --- | --- | --- | --- | --- | --- |
| Service Pages | Promo Ts & Cs | http://business.hibu.co.uk/promo-terms/ |  |  | III.E |  |
|  | Error404 | http://business.hibu.co.uk/error404/ |  |  | III.E |  |
|  | Legal | http://business.hibu.co.uk/legal/ |  |  | III.E |  |
|  | Advertising Policy | http://business.hibu.co.uk/advertising-policy/ |  |  | III.E |  |
|  | Inappropriate Content Policy | http://business.hibu.co.uk/report-inappropriate-content/ |  |  | III.E |  |
|  | General Terms | http://business.hibu.co.uk/general-terms/ |  |  | III.E |  |
|  | Master Domains Registration Agreement | http://business.hibu.co.uk/master-domain-registration-agreement/ |  |  | III.E |  |
|  | Legal Archive | http://business.hibu.co.uk/archive/ |  |  | III.E |  |
|  | Contact Us | http://business.hibu.co.uk/contact-us/ |  |  | III.E | Will become click to call on Mobile. |
|  | About Us | http://business.hibu.co.uk/about-us/ |  |  | III.E |  |
|  | Careers | https://careers.hibu.co.uk/ |  |  | NA | Out of scope - not an hbs page |
|  | Privacy Policy | http://business.hibu.co.uk/privacy/ |  |  | III.E |  |
|  | Cookie Policy | http://business.hibu.co.uk/cookie-policy/ |  |  | III.E |  |
|  | Cookie Preferences | http://business.hibu.co.uk/cookie-preferences/ |  |  | III.E |  |
|  | Conditions of Use | http://business.hibu.co.uk/conditions-of-use/ |  |  | III.E |  |
|  | Community Rules | http://business.hibu.co.uk/community-rules/ |  |  | III.E |  |
|  | Sitemap | http://business.hibu.co.uk/sitemap/ |  |  | III.E |  |

i. Yell rebranded means the page will follow Yell Digital Brand Guidelines and sit on business.yell.com domain.

ii. Pages marked as part of the rebrand and not responsive will sit on business.yell.com and therefore will have some responsiveness. However, they will not be optimised for Mobile. A message will display at the top of the page, pushing other content down, informing the user that the page they are on is best viewed on desktop.

1. The new home page is currently in development. Once signed off, we should develop this template for the business.yell.com site. No changes should be made to the current home page on business.hibu.co.uk
2. The new websites product page should be launched as part of this rebrand. No changes should be made to the current Websites product page.
3. We need to develop an alert holding page to redirect customers on mobile to when they are about to enter a non-optimised part of the site. The alert page should capture their email address and email them the link they are looking for.

All requirements from now on, focus only on pages that are in scope for being responsive and the Yell rebrand.

## Rebranding

1. Where pages are being rebranded, they should adhere to the Yell Digital color palette of the Yell brand:

* Font size and colour palette
* Logos

1. All the logos and references for Hibu should be removed from the new site.

## Content: copy and assets

1. The existing content, copy and assets on business.hibu.co.uk will be migrated to business.yell.com.
2. Any changes to copy, content and assets should be minimised and only done if necessary to make the page responsive/fulfil the requirements of the rebrand.

## Contact Us

1. Contact Us should remain as is on tablet and desktop.
2. On mobile, Contact Us in the header and footer should be changed to click to call (number 0800 777 409).

## Site Speed

1. Site speed should be optimised to maximise SEO authority.

# Wireframes (User Journeys)

1. Note the Wireframe that should be used to understand how these pages will wrap in a responsive design is:

## Legal Pages



# Acceptance Criteria

The user acceptance testing and the testing plans should be created based on the requirements listed in this document:

|  |  |  |
| --- | --- | --- |
| **Requirement Number** | **Description** | **Expected Behavior** |
| 1 | Go to hibu.co.uk | Merchants should be re-directed to <insert new link> when they try to access hibu.co.uk |
| 2 | The new site should adhere to Yell.com branding guidelines | … |
|  |  |  |