

Requirement Analysis

Date	03 November 2023
Team ID	NM2023TMID02276
Project Name	Add Google Analytics to Website

1. Functional Requirements

Requirement ID	Requirement Description
FR-01	The website must incorporate Google Analytics tracking to monitor user behavior and interactions.
FR-02	The tracking code provided by Google Analytics must be correctly embedded in all pages of the website.
FR-03	The system should be able to capture and report on various metrics, including page views, user demographics, referral sources, and conversion rates.
FR-04	The website should track specific user interactions, such as clicks on links, form submissions, and downloads of files/resources.
FR-05	Custom events and goals should be set up to track specific user actions, such as completing a purchase or signing up for a newsletter.
FR-06	E-commerce tracking should be implemented to monitor product sales, revenue, and transaction details for online purchases.
FR-07	The system should provide real-time reporting capabilities to allow website owners to monitor user activity and trends as they occur.

2. Operational Requirements

Requirement ID	Requirement Description
OR-01	Website owners must have access to a Google Analytics account and be able to obtain the tracking code for their specific website property.
OR-02	The website must be hosted on a platform or server that allows for the embedding and execution of JavaScript code (required for the tracking code).
OR-03	Website owners should have basic knowledge of HTML in order to properly embed the Google Analytics tracking code into the website's pages.

3. Technical Requirements

Requirement ID	Requirement Description
TR-01	The website must support HTTPS to ensure secure communication between the website and the Google Analytics servers.
TR-02	The tracking code must be implemented using JavaScript and should follow best practices for efficiency and accuracy in data collection.
TR-03	Website owners must have a Google account for authentication and authorization to access the Google Analytics dashboard and reports.

TR-04	The website's server or hosting platform should have a stable internet connection to reliably send tracking data to the Google Analytics servers.
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