**JCCC Fabricated Ad Agency[[1]](#footnote-1)**

**Business Requirement Document**

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| Date | Author | Revision |
| 06-16-2016 | Dan Guinn | Initial Version |
| 06-22-2021 | Dan Guinn | Updates for new JCCC track |

**Solution Objective:**

JCCC Fabricated Ad Agency shall fulfill the client request by implementing a product lead generation website. The site shall minimally have an initial landing page and a web form for leads to submit their request for a sales team member to contact them about becoming a product vendor or product distributor. The client shall provide initial graphic assets and logo options, but is leaving the details of how those assets are utilized to our discretion. The expectation is that we will better know how to implement them to conform with best practice and media designs.

JCCC Fabricated Ad Agency shall provide an initial mockup of the site layout for client review.

**Deliverable Requirements:**

1. **Landing Page**

JCCC Fabricated Ad Agency shall create a landing page with the brand logo, colors, graphics and video assets and shall follow the following implementation guidelines:

* The page shall be responsive/adaptive
* The page shall use a responsive grid layout
* The page shall have a top menu
* The page shall have a hero image
* The page shall have an animated slide show
* The page shall have media focus in the right panel
* The page shall have a right callout to prompt navigation to the form
* Two callouts shall be present on the left panel
* The page shall have a footer

Use Cases:

|  |  |  |
| --- | --- | --- |
| **User** | **Action** | **Purpose** |
| User | Shall visit the landing page | To learn about the product |
| User | Shall visit the landing page | To learn about the organization |
| User | Shall visit the landing page | To request a sales representative |

**2. Form Page:**

Fabricated Ad Agency shall create a form page that shall implement a standard form with appropriate “length” and “required” front-end validation. Additional validation shall be performed on the back-end per data type and length by another backend team. The expected form values shall be as follows:

* First Name
* Last Name
* Email Address
* Phone Number

Use Case:

|  |  |  |
| --- | --- | --- |
| **User** | **Action** | **Purpose** |
| User | Shall visit the form page | To enter their information and request a sales representative |

1. All information here is fictitious and for educational purposes only! :- ] > [↑](#footnote-ref-1)