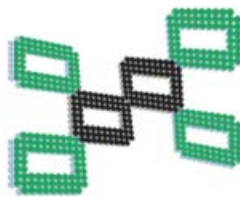




# AllStyle Homes

Your tick of approval is our guarantee

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## ONLINE SYSTEMS SOLUTIONS

your virtual company with real solutions

# AllStyle Homes

## Requirements Report

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Prepared by:

Online Systems Solutions

Version:

2.0

## Executive Summary

This report has been developed to document the business and user needs for the development of a web presence for AllStyle Homes. The report documents the outcomes of user and business requirements surveys conducted with the client and a sample group of end users.

Online Systems Solution has been engaged to develop a website for AllStyle Homes. Whilst AllStyle Homes' competitors continue to make inroads with their web presence there is evidence that AllStyle Homes business will suffer if they do not embark on this marketing tool.

AllStyle Homes is a family owned business operated by Alex and Sheree Knox. Alex has spent over 25 years in the building industry and together, with Sheree has operated AllStyle Homes for the past 15 years with a hands-on approach. Sheree is a qualified interior designer as well as the business/finance manager.

AllStyle want to develop a website that will showcase their business and designs to new and existing customers whilst enabling new and returning customers to view their designs and other services they offer which they believe in turn will lead to increased sales.

A well designed website will provide the opportunity for AllStyle to reach a broader market, give increased control of their marketing and raise their profile as a contemporary, innovative and modern company.

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# Introduction

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## Report Purpose

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The purpose of this report is to document the business and user needs for the development of a web presence/ website for AllStyle Homes. The report details the activities carried out between Online Solutions, AllStyle Homes and the related stakeholders, users and customers.

The report documents the responses that were received in reply to the user and business requirements surveys.

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## Company Background

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AllStyle Homes is a family owned business operated by Alex and Sheree Knox. Alex has spent over 25 years in the building industry and together, with Sheree has operated AllStyle Homes for the past 15 years. Alex is a hands-on approach to the business spending a with a hands-on approach. Sheree is a qualified interior designer with a flair for creating designs that continue to wow their clients. Sheree works closely with each client to ensure that the design fits perfectly with the clients needs. In addition Sheree also looks after the business/finance side of the operation as well as taking a direct role in the business marketing efforts.

Alex and Sheree have worked hard to build a business on old-fashioned values and service to ensure they deliver high quality homes every time.

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## Project Background

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Online Systems Solution has been engaged to develop a website for AllStyle Homes. AllStyle's competitors continue to make inroads into the World Wide Web and there is evidence that AllStyle Homes business will suffer if they do not embark on this marketing tool. Many of their competitors and industry partners have websites and the business owner has decided that, in order not to be left behind, the company must develop a web presence. The marketing manager recently wrote a convincing report on the benefits of the Internet as a marketing and sales tool. We therefore intend to adopt this strategy to increase our profile nationally and internationally, reduce traditional advertising costs, streamline sales and get greater feedback from customers both retail and wholesale. This has made the Business Owner Kate Sanderson increasingly aware of the importance of the internet as a marketing and sales tool.

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## Client details

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AllStyle Homes

Project contact:

Sheree Knox, Business owner / manager

Contact details:

AllStyle Homes  
255 Serenity Drive  
Bundaberg QLD 4670  
Ph: 07 4153 9876

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# Problem/Opportunity Statement

AllStyle Homes want to develop a modern, responsive website to showcase their business that will allow clients to monitor building progress, explain their building process with the end goal of increased sales and better customer interaction.

## Functional Requirements

The following lists both the mandatory and desirable functional requirements for the website as well as the non-functional requirements.

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### Mandatory Functional Requirements

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The website must include the following:

- ▲ The website must promote the services offered by AllStyle Homes
  - ▲ The website must be responsive
  - ▲ The website must have a video introduction by the business owners on the front page
  - ▲ The website must display an overview of the building process AllStyle Homes follows
  - ▲ The website should allow visitors to view AllStyle Homes standard home designs
  - ▲ The website should provide an area/s where potential customers can:
    - view the available appliance range
    - view additional fit out range / options such as tapware, carpets, tiles
    - view additional options such as landscaping, driveways, fencing etc
  - ▲ The website should include an Frequently Asked Questions (FAQ) page
  - ▲ The website should include a Testimonials page
  - ▲ The website should include a downloadable document of AllStyle homes standard terms and conditions
  - ▲ The website must provide contact and office information including physical address and map
  - ▲ The website must enable potential customers to contact AllStyle Homes via the website
  - ▲ The website should have a secure client login area where clients can:
    - view a schedule of their build
    - view the current progress of their home
    - view photos of progress
    - request changes
  - ▲ The website should have a secure administration login area (for AllStyle Homes employee/s) to update the client area detailed above
  - ▲ The website must have a privacy policy.
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## Desirable Functional Requirements

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The website may include:

- ▲ The website could offer a blog or similar for providing up-to-date and latest information.
- ▲ The website could include a newsletter with signup option
- ▲ The website may in the future offer a 'virtual walkthrough' of designs for visitors to the site

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## Non-functional Requirements

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- ▲ provide a full-screen size view of each design
- ▲ provide a description of each design
- ▲ provide images from 3 different perspectives
- ▲ document prizes and awards won by AllStyle
- ▲ document community involvement and sponsorship by AllStyle
- ▲ provide about us information

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## Technical requirements

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The following technical specifications should be implemented on the site.

(You should review the following information to ensure it meets current industry requirements and trends and make changes where appropriate before including in your documentation)

Specification Name	Specification metric or measurement	Reference
File naming convention	All lowercase alphanumeric up to 20 characters Three letter file type extensions No spaces, an underscore for separation	
Folder naming convention	Folders should be named to represent the contents of the folder eg: images All lowercase up to 20 characters No spaces, an underscore for separation	
Browser compatibility	Internet Explorer 8+	

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	Mozilla Firefox 10+ Google Chrome 17+ Safari 4.0+	
Browser plug-ins	No specific browser plug-ins required at this stage	
File format to be used	Image files should be .gif, .jpg or .png as appropriate Pages should be .html / .php	
Document formats	All documents should be provided in an accessible format	
Page download times	< 10 secs at 256kbps	
Default desktop screen resolution	1024 x 768 pixels	
Content accessibility	W3C Content Accessibility Guidelines 2.0 (WCAG 2.0) Level A W3C Cascading Style Sheets Level 2 Revision 1 (CSS2.1) minimum	<a href="http://www.w3.org/TR/WCAG/">http://www.w3.org/TR/WCAG/</a> <a href="http://www.w3.org/TR/CSS2/">http://www.w3.org/TR/CSS2/</a>
Target Hardware	Systems capable of running the following OS: Windows XP and above Apple Mac OS X	

### Technical requirements for external suppliers

This website will not interface with suppliers systems

### Technical requirements for interfacing with internal systems

This website will not interface with internal systems

## User Analysis

Being located in Bundaberg, in the Fraser Coast region, the majority of AllStyle Homes clients come from within a 100km radius of Bundaberg. AllStyle service a large cross section of the community, however due to their reputation for building affordable, quality homes the majority fall within one of three categories:

- ▲ young people looking to build their first home,
- ▲ investors looking for quality new homes as rental properties, or

- ▲ retirees looking to downsize

Most new customers currently come through word of mouth or walking into their display home.

## Structure

The section titled Sitemap gives an overview of the basic layout of the page. As a result of 'chunking' however it may be necessary to add additional pges to the overall layout of the site.

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### Outline

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The AllStyles Home website will employ a hierarchical structure as shown in the Sitemap section of this document

#### Company slogan

Your tick of approval is our guarantee

#### Company logo

The company logo, shown below, is available in two formats: .jpg and .png and should appear clearly on all pages of the site.



#### Domain

[www.allstylehomes.com.au](http://www.allstylehomes.com.au)

#### Copyright

All pages should contain the following copyright staatement, centred at the bottom of each page:

© (*insert current year*) AllStyle Homes

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# Appendix A

The following additional information has been provided to assist with the development process

## General Information

AllStyle Homes offers potential customers the following options:

- choose a design from our standard design range
- modify one of our standard design to meet your requirements
- create your own unique design in conjunctions with our expert team

You can choose from one of our house and land packages or we can build on your land.

## Standard Designs

AllStyle currently have seven standard designs available:

- Corella
- Kookaburra
- Rosella
- Cockatoo
- Cassowary
- Regent
- Superb

## Building Process

AllStyle Homes adhere to the following building process

Step 1: Draft plan and site plan locations.

We understand every person's has different needs and requirements. That is why we work with each client individually to come up with a design that suits you.

Step 2: Preliminary estimate.

Once we have completed the draft plan we can provide you with an estimate of the cost. This price is simply a guideline to work with and we can make changes as necessary to meet your budget.

Step 3: Preliminary Agreement.

Having agreed on a preliminary estimate we ask for a HIA preliminary agreement to be signed before we proceed any further with more detailed plans, soil tests and engineering details.

Step 4: Preliminary plans drafted.

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The next step is to send your draft plan to our design team to turn your ideas into a workable plan. It is at this stage we arrange a soil test to be carried out on your land.

#### Step 5: Fine tuning

Generally within two weeks we receive your preliminary plans and from here you can take the plans to look over and we can discuss any changes you wish to make.

#### Step 6: Price Estimate.

With the fine tuning completed we can then provide a much more accurate price estimate based on our standard inclusions as well as discuss any changes to these inclusions based on your preferences and budget.

#### Step 7: Working plans.

With the preliminary plans and any changes finalized we will arrange for the working drawings, including the engineering drawings and requirements, to be completed.

#### Step 8: Fixed Price.

We can then provide you with a fixed price based on the drawings and inclusions list that we have agreed upon and you can rest in the knowledge that there will be no hidden extras.

#### Step 9: Contracts.

With our working drawings and fixed price we can now complete a HIA fixed price contract.

#### Step 10: Let's build

Once the necessary paperwork has been received and all the necessary approvals in we can commence construction of your new home. We will keep you informed all along the way of how your build is progressing including giving you access to the client progress area of our website so that you can monitor the progress.

#### Step 11: Handover

Once everything is completed we will take you for a final inspection of your home to ensure you are happy. When you are happy and all monies finalized we will present you with the keys to your new home.

#### Step 12: Move in

The only thing left now is for you to move in and enjoy your new home reassured that your new home is covered by our standard warranty.

### Fitout Range

AllStyle Homes provide the following ranges for appliances and fitout

- Standard / budget range – included in the standard pricing
  - Designer range – available at additional cost
  - Custom range – clients should speak to a sales representative
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## VERSION CONTROL

Version	Issued	Modified by	Comments/actions
<i>Current version number</i>	<i>Date document issued for use</i>	<i>Person responsible for creating/amending document</i>	<i>Reason for revision</i>
Version 1.0		Cameron Hughes	Initial version
Version 2.0	September 2014	Cameron Hughes	Updates to requirements for more complex website

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