# Waterfall Deliverables – Part -1/2- V2D2 August 2024

Document 1- Business case document template

➢ Why is this project initiated?

This project is initiated to enhance the visual appeal and user experience of both the website and the app. By improving the design aesthetics and functionality, the project aims to attract more users and provide a seamless digital experience.

➢ What are the current problems?

Although the existing 'True Local' website has effectively developed a solid operational rhythm, it is challenging to navigate, which makes it difficult for users to locate the information they need.

The current telephone directory website suffers from a slow search function and outdated design, making it difficult for users to efficiently find contact information. As a result, users often leave the site in frustration, leading to a decrease in traffic and engagement.

The website’s design is not mobile-optimized, which further limits its accessibility. The objective is to enhance the website’s user experience by improving the search functionality, modernizing the interface, and ensuring faster performance to increase user retention and satisfaction.

➢ With this project how many problems could be solved?

This website revamp project could solve several problems:

* Improve navigation, making it easier for users to locate the information they need.
* Speed up the search function, allowing users to find contact information more efficiently.
* Modernize the website’s design, improving its visual appeal and user experience.
* Optimize the website for mobile devices, increasing accessibility and usability.
* Increase user retention and satisfaction by providing a seamless digital experience.

➢ What are the resources required?

The resources required for a website revamp project encompass a variety of elements to ensure the project's success. These resources include:

# Technical Resources

* Website Developers: Skilled developers proficient in various programming languages and frameworks to handle the backend and frontend development.
* Designers: Talented UX/UI designers to create a modern and user-friendly interface.
* Content Management System (CMS): A robust CMS to facilitate easy updates and management of the website's content.
* Testing Tools: Automated and manual testing tools to ensure the website functions seamlessly across different browsers and devices.
* Hosting Services: Reliable web hosting services to support the increased traffic and ensure optimal performance.

# Human Resources

* Project Manager: To oversee the project, coordinate between teams, and ensure timely delivery.
* Content Creators: Writers and editors to create and update content that aligns with the new design and functionality.
* SEO Specialists: Experts to optimize the website for search engines, driving organic traffic.
* Marketing Team: To promote the revamped website and ensure a smooth transition for users.

# Financial Resources

* Budget for Development: Funds allocated for hiring developers and designers, purchasing tools, and other related expenses.
* Marketing Budget: Resources for advertising and promoting the revamped website.
* Training Budget: Funds for training staff on the new features and functionalities of the updated website.

# Time Resources

* Project Timeline: A detailed timeline outlining each phase of the project, from planning to execution and testing.
* Milestones: Specific milestones to track progress and ensure the project stays on schedule.

These resources combined will contribute to a successful website revamp, addressing the current issues and enhancing the overall user experience.

➢ How much organizational change is required to adopt this technology?

Organisational change is not required to adopt this technology. However , a bit of update and training needs to be provided on where to find new information and how the old information is made available , needs to be provided.

➢ Time frame to recover ROI?

Calculating the Return on Investment (ROI) for a website revamp project involves several steps. Firstly, you should identify all costs associated with the project, including design, development, testing, and any other resources required. Next, estimate the potential benefits, such as increased traffic, higher user engagement, improved conversion rates, and reduced bounce rates. Consider both direct and indirect financial gains, such as additional sales, advertising revenue, and improved customer retention. Once you have both the costs and the benefits, you can calculate the ROI using the formula:

ROI = (Net Benefit / Total Cost) x 100

Net Benefit is the difference between the total benefits and the total costs. This calculation will give you a percentage that represents the return on your investment.

For example, suppose the total cost of the website revamp project is $50,000. This includes expenses for design, development, testing, and other necessary resources. After implementing the improvements, the website experiences a significant increase in traffic and user engagement, leading to an estimated annual benefit of $80,000, which includes additional sales, advertising revenue, and enhanced customer retention.

Using the ROI formula:

ROI = (Net Benefit / Total Cost) x 100

Net Benefit = $80,000 (total benefits) - $50,000 (total costs) = $30,000

ROI = ($30,000 / $50,000) x 100 = 60%

Therefore, the ROI for the website revamp project is 60%. This indicates that for every dollar invested in the project, there is a 60% return, demonstrating the financial viability and potential benefits of the undertaking.

➢ How to identify Stakeholders?

Identifying stakeholders for a website revamp project is a critical step in ensuring the project's success. Stakeholders are individuals or groups who have an interest in the project's outcome and can influence or be affected by its execution. Here are the steps to identify stakeholders:

1. \*\*Internal Stakeholders\*\*: Begin with those within your organization. These may include:

- \*\*Project Sponsors\*\*: Senior executives or managers who are providing the budget and overall direction for the project.

- \*\*Project Team\*\*: Designers, developers, content creators, and other team members directly involved in the project.

- \*\*Marketing Team\*\*: Responsible for promoting the revamped website and leveraging it for marketing campaigns.

- \*\*Sales Team\*\*: Interested in how the website can support sales activities and drive revenue.

- \*\*Customer Support\*\*: Staff who interact with customers and can provide insights into user needs and expectations.

2. \*\*External Stakeholders\*\*: Consider individuals or groups outside your organization who have a vested interest in the project:

- \*\*Customers\*\*: End-users of the website who can provide valuable feedback on usability and features.

- \*\*Suppliers and Vendors\*\*: Companies that provide services or products related to the website, such as hosting providers, third-party tool providers, and software vendors.

- \*\*Partners and Affiliates\*\*: Organizations that have a business relationship with your company and may benefit from the revamped website.

3. \*\*Regulatory and Compliance Bodies\*\*: Identify any governmental or industry bodies that set standards and regulations your website must comply with, such as data protection authorities and accessibility standards organizations.

4. \*\*Investors and Shareholders\*\*: Individuals or entities that have invested in your company and have a financial interest in the project's success.

5. \*\*Competitors\*\*: While not directly involved, understanding your competitors’ websites and their stakeholders can provide insights into industry standards and user expectations.

6. \*\*Community and Interest Groups\*\*: Online communities, forums, and interest groups relevant to your industry can offer valuable feedback and support for the project.

Once you have identified your stakeholders, engage with them through surveys, interviews, and meetings to gather their requirements, expectations, and concerns. This collaborative approach will help ensure the revamped website meets the needs of all stakeholders and achieves its intended goals.

For example, in a website revamp project, the stakeholders could be customers who interact with your site and provide essential feedback on its usability and features. Engaging with these customers through surveys and interviews is crucial to understanding their needs and expectations.

Document 2 : BA Strategy

As a business analyst, completing a project involves several key steps to ensure success. These steps include:

* Define Project Scope: Clearly outline the project's boundaries, objectives, and deliverables. This ensures all stakeholders have a shared understanding of what the project will achieve.
* Gather Requirements: Work closely with stakeholders to gather comprehensive and detailed requirements. This may involve interviews, workshops, surveys, and document analysis to understand their needs and expectations.
* Analyze Requirements: Evaluate and prioritize the requirements to ensure they align with the project's goals. This step may include creating use cases, process maps, and data models to visualize and validate the requirements.
* Document Requirements: Create clear and concise documentation that captures all requirements. This documentation serves as a reference throughout the project and ensures consistency and clarity for all involved parties.
* Develop Solutions: Collaborate with the development team to design and develop solutions that meet the documented requirements. This step may involve iterative development, prototyping, and continuous feedback loops.
* Test Solutions: Conduct thorough testing to ensure the solutions meet the requirements and function as expected. This includes unit testing, integration testing, user acceptance testing, and performance testing.
* Implement Solutions: Oversee the implementation of the solutions, ensuring a smooth transition and minimal disruption to business operations. This may involve training users, updating documentation, and providing support during the transition period.
* Monitor and Evaluate: Continuously monitor the project's progress and evaluate its outcomes against the initial objectives. Collect feedback from stakeholders and make necessary adjustments to improve the solutions and achieve the desired results.
* Close Project: Conducttec a formal project closure, ensuring all deliverables are completed and accepted by stakeholders. Document lessons learned and best practices to inform future projects.

What Elicitation techniques to apply?

Elicitation techniques play a crucial role in gathering comprehensive and accurate requirements from stakeholders. Here are some effective techniques you can apply:

# Interviews

Conduct one-on-one or group interviews with stakeholders to gather detailed information about their needs and expectations. Prepare a set of open-ended questions to facilitate in-depth discussions.

# Workshops

Organize interactive workshops with multiple stakeholders to collaboratively explore and define requirements. Workshops encourage brainstorming, idea sharing, and consensus building.

# Surveys and Questionnaires

Distribute surveys and questionnaires to a broader audience to gather quantitative and qualitative data. This technique is useful for reaching stakeholders who may not be available for interviews or workshops.

# Document Analysis

Review existing documentation such as business plans, process manuals, and system specifications to extract relevant information. This helps in understanding the current state and identifying gaps or enhancements needed.

# Observation

Observe stakeholders in their work environment to understand their workflows, challenges, and interactions with current systems. This technique provides real-time insights into their needs and behaviors.

# Prototyping

Develop prototypes or mock-ups of the proposed solutions and present them to stakeholders for feedback. This helps in validating requirements and refining the design based on user input.

# Focus Groups

Conduct focus group sessions with a diverse group of stakeholders to gather a range of perspectives and insights. This technique is effective for exploring new ideas and obtaining consensus on key requirements.

# Brainstorming

Facilitate brainstorming sessions to generate a wide range of ideas and solutions. Encourage participants to think creatively and share their thoughts without judgment.

# User Stories

Create user stories that describe the desired features and functionalities from the end-user's perspective. This technique helps in capturing requirements in a simple and understandable format.

# Use Case Analysis

Develop use cases that outline the interactions between users and the system. This technique helps in identifying functional requirements and ensuring comprehensive coverage of user scenarios.

By applying these elicitation techniques, you can effectively gather and validate requirements, ensuring that the project aligns with stakeholder needs and achieves its objectives.

How to Do Stakeholder Analysis Using RACI/ILS

# Introduction

Stakeholder analysis is a crucial component of project management. It involves identifying all parties affected by a project, understanding their needs and expectations, and determining their levels of influence and interest. Two effective methods for conducting stakeholder analysis are the RACI matrix and the ILS (Interest, Level of Support) framework. This document will guide you through both methods.

# RACI Matrix

The RACI matrix is a straightforward tool for clarifying roles and responsibilities in a project. The acronym RACI stands for Responsible, Accountable, Consulted, and Informed.

## Steps to Create a RACI Matrix

* Identify Tasks and Activities: List all the tasks and activities that need to be completed for the project.
* Identify Roles: Identify all stakeholders and their roles in the project.
* Assign RACI Codes: Assign one of the RACI codes to each task for each role:
* Responsible (R): The person or people who do the work to complete the task.
* Accountable (A): The person who is ultimately accountable for the task and who has yes/no authority.
* Consulted (C): Those whose opinions are sought (two-way communication).
* Informed (I): Those who are kept up-to-date on progress (one-way communication).

Review and Validate: Ensure that there is only one accountable person per task and that the responsibilities are balanced.

## Example of a RACI Matrix

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| Task | Project Manager | Team Lead | Team Member | Client |
| Define Requirements | A | R | C | I |
| Develop Prototype | I | A | R | C |
| Test Prototype | C | R | A | I |

# Interest, Level of Support (ILS) Framework

The ILS framework helps assess stakeholders based on their interest in the project and their level of support. This framework aids in identifying stakeholders who can significantly influence the project's success.

## Steps to Create an ILS Analysis

* Identify Stakeholders: List all potential stakeholders, including individuals, groups, and organizations affected by the project.
* Assess Interest: Determine each stakeholder's level of interest in the project (high, medium, low).
* Assess Level of Support: Determine each stakeholder's level of support (positive, neutral, negative).
* Create ILS Chart: Plot stakeholders on an ILS chart with interest on the x-axis and level of support on the y-axis.
* Develop Strategies: Develop strategies to engage stakeholders based on their position on the ILS chart.

## Example of an ILS Chart

|  |  |  |
| --- | --- | --- |
| Stakeholder | Interest | Level of Support |
| Project Sponsor | High | Positive |
| End-User | Medium | Neutral |
| Regulatory Body | Low | Negative |

## Strategies for Stakeholder Engagement

* High Interest, Positive Support: Engage actively and involve them in decision-making processes.
* High Interest, Negative Support: Address concerns and work on converting them to a neutral or positive stance.
* Low Interest, Positive Support: Keep them informed and leverage their support when necessary.
* Low Interest, Negative Support: Monitor their activities and address any issues that might arise.

# Conclusion

By utilizing the RACI matrix and ILS framework, you can effectively analyze stakeholders' roles, interests, and support levels. This thorough understanding allows for better engagement and management of stakeholders, ultimately contributing to the project's success.

Documents Written by Business Analysts

# Introduction

Business Analysts (BAs) play a crucial role in bridging the gap between stakeholders and technical teams. They are responsible for identifying business needs, analyzing processes, and recommending solutions that deliver value. One of the key responsibilities of a BA is to create and manage various types of documentation throughout the project lifecycle. This document explores the primary documents that BAs are typically involved in writing.

# Requirements Documentation

## Business Requirements Document (BRD)

The BRD outlines the high-level business needs and goals of a project. It includes information about the project's objectives, scope, stakeholders, and key business processes. The BRD serves as a foundation for further detailed requirements and ensures all stakeholders have a clear understanding of the project's purpose.

## Functional Requirements Document (FRD)

The FRD specifies the functional requirements of the system or solution. It details the features and functionalities that must be implemented to meet the business needs outlined in the BRD. The FRD often includes use cases, user stories, and functional specifications.

## Technical Requirements Document (TRD)

The TRD focuses on the technical specifications and constraints of the system. It includes information about the system architecture, hardware and software requirements, security requirements, and integration points. The TRD ensures that the technical team has a clear understanding of the system's technical needs.

# Analysis and Design Documentation

## Use Case Diagrams

Use case diagrams provide a visual representation of the interactions between users (actors) and the system. They help in identifying and documenting the functional requirements and can be used to validate the completeness of the requirements.

## Process Flow Diagrams

Process flow diagrams illustrate the sequence of activities and decision points within a business process. They help in identifying process inefficiencies and areas for improvement. These diagrams are essential for understanding and documenting current and future state processes.

# Project Management Documentation

## Project Charter

The project charter is a high-level document that formally authorizes the project. It includes the project's objectives, scope, stakeholders, timeline, and budget. The project charter serves as a reference point throughout the project lifecycle.

## Stakeholder Analysis

Stakeholder analysis documents identify and categorize stakeholders based on their interest and influence in the project. This analysis helps in developing strategies for effective stakeholder engagement and communication.

## Risk Management Plan

The risk management plan outlines the process for identifying, analyzing, and mitigating project risks. It includes a risk register, which documents potential risks, their impact, likelihood, and mitigation strategies.

# Testing and Validation Documentation

## Test Plan

The test plan outlines the testing strategy, scope, objectives, resources, and schedule for the testing activities. It ensures that all aspects of the system are tested thoroughly before deployment.

## Test Cases

Test cases are detailed documents that specify the inputs, actions, and expected results for testing a particular functionality. They help in validating that the system meets the specified requirements and behaves as expected.

# User Documentation

## User Manuals

User manuals provide detailed instructions on how to use the system or solution. They are designed to help end-users understand and effectively utilize the functionalities of the system.

**What process to follow to sign off documents?**

To ensure that documents are approved and finalized, a structured sign-off process should be followed. This process typically involves the following steps:

1. \*\*Draft Review\*\*: The initial draft of each document is reviewed by the author and relevant stakeholders. Feedback is gathered and incorporated into subsequent revisions.

2. \*\*Internal Approval\*\*: Once the document is refined, it is reviewed and approved by internal team members, such as project managers or department heads.

3. \*\*External Review\*\*: For documents requiring external validation, they are sent to clients or external stakeholders for their feedback and approval.

4. \*\*Final Approval\*\*: After incorporating any final changes, the document is submitted for final approval. This may involve a formal sign-off from senior management or key project sponsors.

5. \*\*Document Control\*\*: Approved documents are version-controlled and stored in a central repository to ensure easy access and reference for all project members.

## Training Materials

Training materials are created to educate users about the new system or process. They can include presentations, videos, and hands-on exercises to facilitate learning and adoption.

# Conclusion

Business Analysts are responsible for producing a wide range of documents that are essential for the success of a project. From requirements and design documentation to project management and testing documents, BAs ensure that all aspects of the project are well-documented and communicated. This comprehensive documentation helps in aligning stakeholders, managing risks, and delivering value to the business.

How to take approvals from clients?

Effective Strategies for Securing Client Approvals

Securing client approvals is a critical aspect of project management and execution. This process ensures that all deliverables meet the client's expectations and requirements before moving forward. It also helps in building a transparent and trustworthy relationship between the client and the project team. This document outlines the strategies and steps to effectively take approvals from clients.

# Understanding Client Expectations

Before seeking approval, it is essential to have a clear understanding of the client's expectations. This involves:

* Conducting thorough requirement gathering sessions.
* Creating detailed project specifications.
* Regularly communicating with the client to clarify any ambiguities.

# Preparation of Documents

The preparation of comprehensive and clear documents is crucial for obtaining client approvals. These documents may include:

* Requirement Specifications
* Design Documents
* Project Plans
* Testing Plans

Each document should be detailed, well-structured, and clearly outline the aspects that need client approval.

# Internal Reviews and Refinements

Before sending documents to clients, it is important to conduct internal reviews. This involves:

* Initial draft review by the author and relevant stakeholders.
* Incorporating feedback into subsequent revisions.
* Approval by internal team members such as project managers or department heads.

# Engaging Clients in the Review Process

Engaging clients in the review process ensures that their feedback is considered and incorporated. This can be done by:

* Scheduling regular review meetings with the client.
* Using collaborative tools to share documents and gather feedback.
* Providing clear instructions on what needs to be reviewed and approved.

# Addressing Client Feedback

Once feedback is received from the client, it is crucial to address it promptly and effectively:

* Reviewing all feedback and categorizing it based on priority.
* Discussing any unclear feedback with the client for clarification.
* Incorporating the feedback into the documents and providing a revised version for approval.

# Final Approval and Formal Sign-Off

After incorporating the client's feedback, the document should be prepared for final approval:

* Sending the revised document to the client for final review.
* Requesting a formal sign-off from the client, which may involve a signature or an official email confirmation.

# Document Control and Record Keeping

Once the document is approved, it should be version-controlled and stored securely:

* Maintaining version control to track changes and approvals.
* Storing approved documents in a central repository for easy access and reference.

# Training and Support

To ensure the client is fully informed and capable of understanding the approved documents, provide training and support:

* Creating training materials such as presentations and videos.
* Conducting hands-on training sessions if necessary.
* Offering ongoing support to address any queries or concerns.

# Continuous Improvement

The process of taking client approvals should be continuously improved:

* Collecting feedback from clients on the approval process.
* Analyzing any issues or challenges faced during the approval process.
* Implementing improvements to make the process more efficient and client-friendly.

# Conclusion

Taking client approvals is a multifaceted process that requires clear communication, thorough documentation, and effective engagement with the client. By following these strategies, project teams can ensure that all deliverables meet client expectations, fostering a successful and collaborative relationship. This, in turn, helps in aligning stakeholders, managing risks, and delivering value to the business.

How to handle change requests ?

Handling change requests is a critical aspect of project management that ensures the project remains relevant and meets the evolving needs of the client. Here are some key steps to effectively manage change requests:

# Identify the Change

Clearly document the change request, including who is requesting the change, the reasons for the change, and the expected impact on the project. This helps in understanding the scope and necessity of the change.

# Evaluate the Change

Assess the impact of the change on the project's scope, timeline, and budget. This evaluation should involve key stakeholders and subject matter experts to ensure all potential impacts are considered.

# Decision Making

Based on the evaluation, decide whether to approve, reject, or modify the change request. This decision should align with the project's goals and constraints, and it should be communicated clearly to all stakeholders.

# Implement the Change

If the change request is approved, update the project plan, schedule, and budget accordingly. Ensure that all team members are aware of the change and understand their new responsibilities.

# Monitor and Review

Track the implementation of the change to ensure it is executed as planned. After the change is implemented, review its impact on the project to confirm it has achieved the desired outcomes and address any new issues that may arise.

By systematically handling change requests, project teams can maintain control over the project, adapt to new requirements, and ensure continuous alignment with client expectations and business objectives.

What Communication channel to establish and implement

Communication Channel to Establish and Implement

To effectively manage and communicate changes within the project, it is crucial to establish a clear and robust communication channel. Here are some key steps to consider:

Identify Stakeholders: Determine who needs to be informed about the change. This includes project team members, clients, sponsors, and any other relevant parties.

Choose the Right Medium: Select the most appropriate communication tools based on the nature and urgency of the information. Options might include emails, meetings, project management software, or instant messaging platforms.

Set Communication Frequency: Establish how often updates should be communicated. This could range from daily stand-ups, weekly meetings, or monthly reports, depending on the project's needs and the stakeholders' preferences.

Develop a Communication Plan: Create a structured plan that outlines what information will be shared, who will share it, and through which channels. This plan should be documented and accessible to all stakeholders.

Ensure Two-Way Communication: Allow for feedback and questions from stakeholders. This helps to address concerns and fosters a collaborative environment.

Monitor Effectiveness: Regularly assess the effectiveness of your communication strategy and make adjustments as needed to ensure clarity and efficiency.

By implementing a well-defined communication channel, project teams can ensure that everyone remains informed, engaged, and aligned with the project's goals and changes.

How to update progress of project to stakeholders ?

Updating the progress of the project to stakeholders is an essential aspect of project management. Here are some effective methods to keep stakeholders informed:

# Regular Progress Reports

Prepare detailed progress reports that highlight the key milestones achieved, tasks completed, and any deviations from the plan. These reports should be sent out at agreed intervals, such as weekly or monthly, and should include visual aids like charts and graphs for better understanding.

# Status Meetings

Organize regular status meetings with stakeholders to provide verbal updates and address any immediate concerns. These meetings can be in-person or virtual, depending on the stakeholders' locations and preferences.

# Project Dashboards

Utilize project management software to create real-time dashboards that stakeholders can access at any time. These dashboards can display metrics such as task completion rates, budget usage, and timeline adherence.

# Email Updates

For less formal updates, consider sending email summaries to stakeholders. These emails can provide a quick overview of the project's status and highlight any critical issues or upcoming milestones.

# Stakeholder Newsletters

Create a periodic newsletter that goes beyond the technical details and includes insights, stories, and highlights from the project. This can help maintain stakeholder interest and engagement.

# Feedback Mechanisms

Ensure that there are channels for stakeholders to provide feedback on the progress updates. This can be through surveys, suggestion boxes, or direct communication lines.

# Customized Updates

Recognize that different stakeholders may have different information needs. Customize the updates to suit the requirements of each group, whether they are detailed technical reports for the project team or high-level summaries for executives.

By employing these methods, project managers can ensure that stakeholders remain well-informed, engaged, and supportive of the project's progress.

How to take sign off on the UAT – Client Project Acceptance form

Taking sign-off on the User Acceptance Testing (UAT) - Client Project Acceptance Form is a crucial step in finalizing project delivery. Here’s a structured approach to ensure a smooth and efficient sign-off process:

# Steps for Client Project Acceptance Sign-Off

## 1. Prepare the UAT Documentation

Ensure all testing documentation is complete and accurately reflects the test results. This includes test plans, test cases, defect logs, and test results. These documents provide evidence that the system has been thoroughly tested and meets the specified requirements.

## 2. Conduct a UAT Review Session

Schedule a meeting with the client and key stakeholders to review the UAT outcomes. Present the test results, highlight any issues encountered, and discuss how they were resolved. This session ensures that all parties have a clear understanding of the system’s performance.

## 3. Address Client Concerns

Any concerns or issues raised by the client during the UAT review should be addressed promptly. This may involve additional testing, bug fixes, or clarifications. Ensuring client satisfaction at this stage is critical for gaining their acceptance.

## 4. Provide the Client Project Acceptance Form

Once the client is satisfied with the UAT results, present them with the Client Project Acceptance Form. This form should include a summary of the project, key deliverables, test results, and any outstanding issues or future work. Ensure the form is clear and concise.

## 5. Obtain Formal Sign-Off

Request the client to review and sign the acceptance form. This formal sign-off signifies that the client accepts the project deliverables and is satisfied with the UAT results. It also marks the transition of the project from development to production.

## 6. Document the Sign-Off

Keep a record of the signed acceptance form for future reference. This document serves as proof of client approval and can be useful in resolving any disputes or issues that may arise later.

By following these steps, project managers can effectively manage the client project acceptance process, ensuring a seamless transition from project completion to client ownership.

PFA a sample client project acceptance form.



**Document 3- Functional Specifications**

|  |  |
| --- | --- |
| PROJECT NAME | TRUELOCAL APP ENHANCEMENT PROJECT |
| PROJECT VERSION | TrueLocal App Enhancement Project 1.0 v3.3 |
| PROJECT SPONSOR | Nicole Kelly |
| PROJECT MANAGER | Kelly Kucewicz |
| PROJECT INITIATION DATE | 01/02/2025 |

Functional Requirement specifications:

|  |  |  |  |
| --- | --- | --- | --- |
| **REQ ID** | **REQ NAME** | **REQ DESCRIPTION** | **PRIORITY** |
| FR0001 | Navigation bar | The website has no icons or keywords to prompt customers. The customers would like to use some keywords to find what they are looking for. – So, want some icons like restaurants, lawyers, dentists, vets etc as key icons. | Essential |
| FR0002 | Review Radio Button | Leaving a review is a key part in promoting a business, therefore it should be easy to access the review page. There was no place to clear place to leave a review, so I have removed the “Business Products” icon and added a “Write a Review” button. | Desirable |
| FR0003 | LOGIN and SIGN UP Icon | Icons that serve no purpose needs to be revamped.  We will stick to one icon – Login and add Sign up on the bottom of the same landing page | Essential |
| FR0004 | ARTICLE ICON | There is no direct button to click if customers want some useful information. Add ARTICLES icon which directly takes them to useful info. | Essential |
| FR0005 | ARTICLES LANDING PAGE | There are no relevant articles that customers can refer with regards to their search. The articles could be about how to tile or fix a leak. | Essential |
| FR0006 | LIST A BUSINESS | There should be a page header with the search bar which gives “What you are looking for and postcode”. So, as you scroll through the page , the search bar will still be visible. | Essential |
| FR0007 | REVAMP “ADD BUSINESS” PAGE | The current design is not visually appealing or user-friendly, causing frustration for users.  Lack of Advanced SearchCapabilities: Users cannot efficiently search for contacts based on various filters (e.g., name, location, company). | Essential |
| FR0008 | REMOVE “OTHER BUSINESS PRODUCTS” ICON | There is an unnecessary icon as Business Products, but the website does not have other business products to sell. Hence needs to be removed. Creates confusion for customers. | Essential |
| FR0009 | REDESIGN “BLOG” SECTION | The blog section of the site needs to be updated . It has several tabs that don’t work. | Desirable |
| FR0010 | FREE QUOTES BUTTON | There is no option to get FREE Quotes from tradies . It needs to be added and trades that offer free quotes needs to be listed. | Desirable |

Document 4- Requirement Traceability Matrix

|  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- |
| REQ ID | REQ NAME | REQ DESCRIPTION | DESIGN | D1 | T1 | D2 | T2 | UAT |
| RQ0001 | Navigation bar | The website has no icons or keywords to prompt customers. The customers would like to use some keywords to find what they are looking for. – So, want some icons like restaurants, lawyers, dentists, vets etc as key icons. | Develop search bar, filters | YES | YES | YES | YES | YES |
| RQ0002 | Review Radio Button | Leaving a review is a key part in promoting a business, therefore it should be easy to access the review page. There was no place to clear place to leave a review, so I have removed the “Business Products” icon and added a “Write a Review” button. | User Feedback | YES | YES | YES | YES | YES |
| RQ0003 | LOGIN and SIGN UP Icon | Icons that serve no purpose needs to be revamped.  We will stick to one icon – Login and add Sign up on the bottom of the same landing page | Integrate user login and registration system  Implement authentication system | YES | YES | YES | YES | YES |
| RQ0004 | ARTICLE ICON | There is no direct button to click if customers want some useful information. Add ARTICLES icon which directly takes them to useful info. | Implement website analytics tracking (Google Analytics) | YES | YES | YES | YES | YES |
| RQ0005 | ARTICLES LANDING PAGE | There are no relevant articles that customers can refer with regards to their search. The articles could be about how to tile or fix a leak. | Develop CMS and blog layout | YES | YES | YES | YES | YES |
| RQ0006 | LIST A BUSINESS | There should be a page header with the search bar which gives “What you are looking for and postcode”. So, as you scroll through the page , the search bar will still be visible. | Redesign homepage layout for better user experience | YES | YES | YES | NO | NO |
| RQ0007 | REVAMP “ADD BUSINESS” PAGE | The current design is not visually appealing or user-friendly, causing frustration for users.  Lack of Advanced SearchCapabilities: Users cannot efficiently search for contacts based on various filters (e.g., name, location, company). | Redesign homepage layout for better user experience | YES | YES | NO | NO | NO |
| RQ0008 | REMOVE “OTHER BUSINESS PRODUCTS” ICON | There is an unnecessary icon as Business Products, but the website does not have other business products to sell. Hence needs to be removed. Creates confusion for customers. | Add search functionality with filtering options | YES | YES | NO | NO | NO |
| RQ0009 | REDESIGN “BLOG” SECTION | The blog section of the site needs to be updated. It has several tabs that don’t work. | Develop CMS and blog layout | YES | YES | NO | NO | NO |
| RQ0010 | FREE QUOTES BUTTON | There is no option to get FREE Quotes from tradies. It needs to be added and trades that offer free quotes needs to be listed. |  | YES | NO | NO | NO | NO |

**Key Elements of the RTM:**

1. **Requirement ID:** Unique identifier for each requirement (e.g., REQ-001, REQ-002).
2. **Requirement Description:** A brief description of the specific requirement.
3. **Source:** Origin of the requirement (e.g., stakeholder, performance analysis).
4. **Design Task:** A description of the task or feature developed to fulfill the requirement.
5. **T1 Test Result:** The outcome of the test (e.g., Passed, Failed, etc.) during **Test Level 1**.
6. **T2 Test Result:** The outcome of the test (e.g., Passed, Failed, etc.) during **Test Level 2**.
7. **UAT Test Result:** The outcome of the test (e.g., Passed, Failed, etc.) during **UAT**.

**Explanation of Test Levels:**

* **T1 (Test Level 1)**: This is typically the initial round of testing performed by developers or QA engineers. It includes **unit tests** and **integration tests**. The goal is to test individual components and their interaction with other modules.
* **T2 (Test Level 2)**: This is usually **system testing** or **integration testing**. It's about verifying that different parts of the system work together as intended. This phase includes end-to-end testing and may also involve some performance testing.
* **UAT (User Acceptance Testing)**: This is the final testing phase, where the end users (or clients) validate that the system meets their requirements and business needs. UAT ensures the system is ready for production.

This structure ensures that each requirement is traced across different stages of testing, ensuring that all aspects of the website revamp are thoroughly tested and validated.



**TRUE LOCAL ENHANCEMENT PROJECT**

PROJECT ID: TLEP 0225 Version 3.3

Alag Chockalingam

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1. Document Revisions

|  |  |  |
| --- | --- | --- |
| DATE | VERSION | DOCUMENT CHANGES |
| 01/12/2024 | 3.1 | Blog page needs to be revamped |
| 15/12/2024 | 3.2 | Articles icon need to be added and connected with Blog page |
| 01/02/2025 | 3.3 | Development team needs to redesigned |
|  |  |  |

2. Approvals

|  |  |  |  |
| --- | --- | --- | --- |
| Role | Name | Signature | Date |
| Project Sponsor | Nicole Kelly |  |  |
| Business Analyst | Alag Chockalingam |  |  |
| Project Manager | Kelly Kucewicz |  |  |
| System Architect | Lucas Toscano |  |  |
| Development Lead | Gorkem Kunarci |  |  |
| User Experience Lead | Ooha Vemulamanda |  |  |
| Quality Lead | Skevi Severi |  |  |
| Content Lead | Jane Arpon |  |  |

3. RACI Chart for This Document: The RACI chart identifies the persons who need to be contacted whenever changes are made to this document. RACI stands for responsible, accountable, consulted, and informed. These are the main codes that appear in a RACI chart, used here to describe the roles played by team members and stakeholders in the production of the BRD. They are adapted from charts used to assign roles and responsibilities during a project. (RACI Can be made for IT side [Project stakeholder] as mentioned above, apart from that Can also Be made for Client side[Business Stakeholder]).

The following describes the full list of codes used in the table:

\* Authorize document.

R Responsible

A Accountable

S Supports document

C Consulted

I Informed

RACI Chart Name Has ultimate signing authority for any changes to the Responsible for creating this document. Accountable for accuracy (for example, the project manager) of this document Provides supporting services in the production of this Provides input (such as an interviewee). Must be informed of any changes.

RACI Chart

|  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- |
| Name | Position | \* | R | A | S | C | I |
| Alag Chockalingam | Business Analyst |  | \* |  |  |  |  |
| Kelly Kucewicz | Project Manager |  |  | \* |  |  |  |
| Jane Arpon | Content Lead |  |  |  |  | \* |  |
| Skevi Severi | Quality Lead |  |  |  |  |  | \* |

4. Introduction

4.1. Business Goals

A Proof of Concept (PoC) for a telephone directory website is a demonstration to validate and showcase the feasibility of a proposed solution to address the issues outlined in your problem statement. The PoC aims to confirm that the proposed improvements or changes to the website (such as enhancing search functionality, modernizing the design, or improving performance) are technically possible and will provide the desired benefits.

4.2. Business Objectives To provide an IT solution for:

To demonstrate the feasibility and effectiveness of the proposed improvements, including enhancing the search functionality, improving the user interface design, and optimizing website performance.

To enhance the current telephone directory website by improving user experience, adding new features, and optimizing performance to better serve users' needs.

4.3. Business Rules

In the POC, the creation of a better website will improve the performance of the site and drive customer satisfaction.

Improve user interface (UI) and user experience (UX). Add advanced search functionality with filters (e.g., by name, location, company, etc.).

Implement mobile responsiveness for better performance on mobile devices. Improve website speed and load time. Integrate more robust data security measures. Implement a more efficient content management system (CMS). Update the design and structure for a more modern look and feel.

4.4. Background

PROJECT BACKGROUND

Telephone directory website was originally developed to serve as a resource for individuals and businesses to easily access contact information for people, organizations, and services. Over the years, however, the platform has become increasingly outdated, with a design that no longer meets modern user expectations, limited functionality, and performance issues that are affecting the user experience.

As technology and user behavior continue to evolve, there has been a growing demand for websites to be faster, more intuitive, and mobile-friendly. The current website is not fully optimized for mobile devices, leading to poor usability for a significant portion of users. Additionally, the search functionality is basic and doesn’t allow users to filter or sort results in meaningful ways, making it difficult to quickly find relevant contact information.

This project aims to revitalize the telephone directory website, improve its core functionalities, and enhance the user experience to make it more efficient, secure, and scalable for the future. The scope of the improvements will include a modernized design, advanced search features, mobile responsiveness, better performance, and stronger security measures.

Outdated Design and User Experience: The current design is not visually appealing or user-friendly, causing frustration for users.

Lack of Advanced Search Capabilities: Users cannot efficiently search for contacts based on various filters (e.g., name, location, company).

Poor Mobile Optimization: The website is not optimized for mobile devices, which negatively impacts the user experience for mobile users.

Performance Issues: Slow load times and poor scalability during high traffic periods affect website usability and user satisfaction.

Security Concerns: The website does not have the necessary security measures in place to protect user data and ensure privacy.

SEO and Visibility Challenges: The website does not meet modern SEO standards, limiting its visibility and organic traffic from search engines.

4.5. Project

4.6. Project Scope

4.6.1. In Scope Functionality

1. Website Design and User Experience (UI/UX)

Revamp the website design for a modern, clean look.

Improve navigation for better accessibility (e.g., user-friendly menus, quick links).

Create wireframes/mockups for new design and get stakeholder approval.

Design a mobile first experience (ensure website is fully responsive on various devices).

Redesign or streamline the contact information layout for clarity and ease of use.

2. Search Functionality

Enhance the existing search function by adding advanced filters (e.g., search by area code, last name, or company name).

Improve search speed and accuracy.

Integrate suggestions or autocomplete functionality as the user types.

Add an option for users to sort search results by name, location, and relevance.

3. Data Management and Content Integration

Implement an easy-to-use content management system (CMS) for adding and editing directory entries.

Ensure seamless integration of current directory data into the new system.

Implement validation rules for adding new entries to maintain data accuracy.

4. Security Improvements

Implement SSL encryption for secure data transmission.

Introduce stronger user authentication (e.g., multi-factor authentication).

Conduct regular security audits and implement safeguards against potential vulnerabilities.

5. Website Performance Optimization

Compress images and optimize media files for faster load times.

Minimize HTTP requests and streamline code.

Implement lazy loading for content-heavy pages.

Improve server-side performance to handle higher traffic volumes.

6. Backend and Database Upgrades

Review and optimize the website’s database for faster query processing.

Migrate to a more scalable database if necessary.

Backup system to ensure that directory data is regularly saved and protected.

7. SEO and Accessibility Enhancements

Ensure that the website complies with accessibility standards (WCAG).

Implement on-page SEO practices, such as title tags, meta descriptions, and optimized images.

Ensure proper website structure for better indexing by search engines.

8. Integration with Third-Party Tools

Integrate with social media platforms for easy sharing of directory entries.

Enable options for users to create accounts and personalize their directory preferences.

9. Testing & Quality Assurance

Conduct usability testing on the new website design.

Perform cross-browser and cross-device testing.

Ensure the website is fully functional before launch (i.e., fix any broken links, test forms, etc.).

4.6.2. Out Scope Functionality

1. The project will not include Building completely new, custom features or functionalities that weren’t part of the original scope (e.g., complex web apps, custom e-commerce systems).

2. Integrating with external platforms or APIs (e.g., CRM systems, third-party payment processors) unless agreed upon in the contract.

3. Designing or implementing a multilingual version of the website unless it's part of the agreement.

4. Redesigning the company’s logo or brand identity, unless included as part of the redesign.

5. Providing or arranging for custom photoshoots or videos for the website (unless specifically included in the scope).

5. Assumptions

**1. Existing Content Will Be Reviewed and Approved**

* It is assumed that the client will provide or approve existing content (text, images, videos) and will be responsible for any necessary updates or revisions to the content during the revamp.

**2. Current Website Access and Data Will Be Provided**

* Assumption that the client will provide necessary access to the current website, including CMS (Content Management System), hosting, analytics data, and any other required platforms for the revamp.

**3. No Major Overhaul of Website Structure**

* The project is a revamp, not a complete redesign or rebuild. It is assumed that the website’s core structure, such as navigation and overall framework, will not change drastically unless explicitly stated.

**4. No Major Backend or Database Changes**

* Assumed that the revamp focuses primarily on front-end design and user experience, with no significant changes needed to the back-end, server architecture, or database.

**5. Limited Integration with Third-Party Systems**

* It is assumed that integrating with third-party systems (CRM, payment gateways, etc.) will be limited or non-existent, unless agreed upon in the project scope.

**6. Client Will Provide Timely Feedback**

* The project timeline assumes that the client will provide timely approvals and feedback on design drafts, prototypes, and other deliverables within a specified period (e.g., within 3-5 business days).

**7. Existing SEO Strategy Will Be Maintained**

* Assumed that the revamp will maintain or slightly improve existing SEO efforts. The project might not include an in-depth SEO audit unless specifically included.

**8. Responsive Design Will Be a Priority**

* It’s assumed that the revamped website will be designed to be fully responsive and optimized for mobile devices and tablets unless the client has a specific requirement for a non-responsive design.

**9. The Website Will Be Tested Before Launch**

* Assumed that quality assurance testing, including cross-browser compatibility, speed optimization, and general functionality testing, will take place before the site is launched.

**10. No Major Changes to Brand Guidelines**

* Assumed that the client will continue using the existing branding guidelines, including logo, color schemes, and fonts, unless otherwise noted in the project scope.

**11. Hosting Environment Will Remain the Same**

* Assumed that the website hosting environment will not change and will remain consistent with what is already in place unless otherwise agreed upon.

**12. Content Migration Will Be Managed by Client**

* The assumption is that the client will handle migrating or updating content unless the scope includes content migration as part of the project.

**13. Website Security Measures Are Sufficient**

* Assumed that the necessary security protocols (SSL certificates, firewalls, etc.) are already in place, or the client will ensure that these are maintained throughout the project.

**14. Limited Training Required for Client**

* The revamp may require limited training for the client on using new features, especially if there are updates to the CMS or content management process.

**15. Timeline is Dependent on the Client's Availability**

* Assumed that the project timeline is dependent on the client's availability for feedback, approvals, and content updates. Delays in these areas may affect the overall timeline.

**16. External Tools and Plugins Will Not Require Major Updates**

* The assumption is that the existing tools and plugins (e.g., analytics, CRM, e-commerce functionality) will continue to work with the revamped website without the need for major updates or replacements.

**17. No Major User Experience (UX) Research**

* Assumed that UX research (such as user surveys or focus groups) is not part of the project unless explicitly outlined in the scope. The revamp will focus on design improvements based on existing user data.

**18. Website Maintenance Will Be Handled Separately**

* Assumed that any ongoing website maintenance after the launch (e.g., regular updates, bug fixes, content changes) will be handled outside the scope of the revamp project unless a maintenance agreement is in place.

6. Constraints

\* The website may need to include accessible navigation, alt text for images, and keyboard navigability, which might limit design flexibility.

\* The need to preserve existing URL structures, meta data, or keyword strategies could limit the extent to which the site can be redesigned or restructured.

\* There are multiple departments or people involved in the decision-making process, obtaining approval for design or functionality changes could take longer than anticipated.

\* Adding complex design elements (large images, animations, etc.) could slow down page loading, especially if the hosting or the platform is not optimized.

\* The need to adhere to specific color palettes and logo usage may constrain the creativity of the design team.

\* The website has a large amount of content or complex features, simplifying the user experience might be a constraint due to the need to keep key functionalities accessible.

\* The website is built on an outdated platform that lacks responsive design capabilities, this could limit how modern the design can be.

7. Risks In this section of the BRD, you describe risks. A risk is something that could affect the success or failure of a project. Analyze risks regularly as the project progresses. While you may not be able to avoid every risk, you can limit each risk’s impact on the project by preparing for it beforehand. For each risk, you’ll note the likelihood of its occurrence, the cost to the project if it does occur, and the strategy for handling the risk.

Strategies include the following:

• Avoid: Do something to eliminate the risk.

• Mitigate: Do something to reduce damage if risk materializes.

• Transfer: Pass the risk up or out to another entity.

• Accept: Do nothing about the risk. Accept the consequences.

**1. Scope Creep**

* **Risk**: The scope of the project may gradually expand beyond what was initially agreed upon. This can lead to additional costs, extended timelines, and confusion about deliverables.
* **Mitigation**: Clearly define the project scope and set expectations for changes, with a formal process in place for scope adjustments.

**2. Budget Overruns**

* **Risk**: The project may exceed the allocated budget due to unforeseen technical challenges, additional features, or extended project timelines.
* **Mitigation**: Establish a clear budget early in the project and track expenses closely. Consider a contingency budget to account for unexpected issues.

**3. Delays in Project Timeline**

* **Risk**: The project may be delayed due to a variety of factors such as client delays in providing feedback, content, or approvals, or unforeseen technical issues during development.
* **Mitigation**: Create a detailed project timeline with specific milestones and deadlines. Ensure regular communication with the client and set expectations for prompt feedback.

Technological Risks This subsection of “Risk Analysis” specifies new technology issues that could affect the project.

* **Risk**: The new website design may not be fully compatible with the client’s existing infrastructure, hosting environment, or legacy systems (e.g., CMS, third-party integrations).
* **Mitigation**: Conduct a thorough assessment of the client’s existing technology stack before starting the project and ensure that the new design is compatible with it.

Skills Risks This subsection of “Risk Analysis” specifies the risk of not getting staff with the required expertise for the project.

Political Risks This subsection of “Risk Analysis” identifies political forces that could derail or affect the project.

 **Risk**: External factors like changes in industry regulations, market conditions, or even unforeseen events (e.g., natural disasters, economic downturns) could impact the project.

 **Mitigation**: Keep the project flexible to adapt to external changes and be proactive in managing risks. Ensure contingency plans are in place for such events.

Business Risks This subsection of “Risk Analysis” describes the business implications if the project is cancelled.

Requirements Risks This subsection of “Risk Analysis” describes the risk that you have not correctly described the requirements. List areas whose requirements were most likely to have been incorrectly captured.

 **Risk**: If the client’s goals for the website revamp are not well-defined or communicated clearly, the final product may not meet expectations or deliver the desired outcomes.

 **Mitigation**: Conduct discovery sessions with the client to clarify objectives and goals for the revamp. Ensure that these are well-documented and referenced throughout the project.

Other Risks In this subsection of “Risk Analysis,” document any other risks not covered in the prior subsections.

 **Risk**: After the website revamp, the client may not be equipped to manage or update the site, leading to inefficiencies or frustration.

 **Mitigation**: Provide proper training for the client’s team, including documentation and guides on how to manage and update the website post-launch.

8. Business Process Overview:

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| Project Initiation | Discovery and Research | Planning and Strategy | Design Phase | Development Phase |
|  **Kickoff meeting**: Initial meeting with stakeholders to define objectives, requirements, and project scope.   **Stakeholder Identification**: Identify all parties involved in the project (e.g., marketing team, developers, designers, content creators).   **Contract and Agreement**: Finalize contracts, terms of service, and outline responsibilities.   **Initial Discovery**: Gather background information on the current website’s performance, user feedback, and pain points. |  **Business Goals**: Align the redesign with business objectives, such as increasing conversions or improving brand visibility.   **Competitor Analysis**: Review competitors' websites for design, functionality, and features.   **User Research**: Conduct surveys, interviews, or analytics analysis to understand user needs and pain points.   **Content Audit**: Analyze existing content (text, images, videos) to determine what will be retained, updated, or replaced.   **Technical Review**: Assess the current technology stack (CMS, hosting, integrations) to determine if upgrades or changes are needed. | Develop a high-level structure of the website to define the main navigation and content hierarchy.  Create low-fidelity wireframes or clickable prototypes to visualize the layout and design flow.  Plan how to structure and present content in a way that supports business goals and enhances the user experience.  Identify any specific technical needs (e.g., e-commerce functionality, third-party integrations, or custom features). |  **Mood Boards & Design Concepts**: Present initial design concepts, including color schemes, typography, and imagery.   **UI Design**: Develop high-fidelity mockups of key pages (home page, landing pages, product pages, etc.) based on the wireframes and brand guidelines.   **Client Feedback and Revisions**: Present designs to the client and gather feedback, making necessary revisions.   **Responsive Design**: Ensure that the website is designed to be fully responsive across devices (desktop, tablet, mobile).   **User Testing (optional)**: Conduct initial usability testing with real users to validate design choices and user flows |  **Front-End Development**: Code the visual elements of the website, implementing responsive design, UI elements, and interactivity.   **Back-End Development**: Set up the server, CMS (Content Management System), databases, and integrate third-party tools or services.   **Content Integration**: Add content into the new website framework (text, images, videos), ensuring it is properly formatted and aligned with SEO best practices.   **Testing and Debugging**: Conduct rigorous testing (e.g., functional testing, browser testing, mobile testing) to ensure the website works as expected.   **Client Feedback on Development**: Provide access to the client for feedback during development to ensure the project is on track. |

|  |  |  |
| --- | --- | --- |
| Quality Assurance (QA) and Testing | Launch and Deployment | Post-Launch Support and Maintenance |
|  **Functionality Testing**: Test all website functions (forms, buttons, navigation, etc.) to ensure they work as intended.   **Cross-Browser Testing**: Verify that the site works across various browsers (Chrome, Firefox, Safari, etc.).   **Mobile Responsiveness Testing**: Check the website's performance and design on different mobile devices. | * + **Final Review with Client**: Conduct a final review with the client to ensure everything is in place and functioning correctly.   + **Launch Plan**: Coordinate with the client for a smooth transition to the live site, including setting up any necessary backup systems.   + **Launch**: Deploy the website to the production environment, making it live for public access.   + **Monitor Launch**: Closely monitor the site for any immediate technical issues or performance problems post-launch. |  **Training**: Provide training to the client on how to manage the CMS, update content, and monitor website analytics.   **Bug Fixes and Adjustments**: Address any bugs or performance issues discovered after launch.   **Ongoing Maintenance**: Offer ongoing support for updates, security patches, and content management as needed.   **Analytics and Reporting**: Set up tracking and analytics to monitor website performance (e.g., traffic, conversions) and identify opportunities for future improvements. |

8.1. Legacy System (AS-IS) [Brief Explanation about the process in legacy system and draw process flow diagrams]

+---------------------------------+

| 1. Project Initiation |

| (Define scope, budget, and |

| stakeholders) |

+---------------------------------+

|

v

+---------------------------------+

| 2. Discovery & Research |

| (Analyze business goals, |

| competitors, user needs) |

+---------------------------------+

|

v

+---------------------------------+

| 3. Planning & Strategy |

| (Site map, wireframes, content |

| strategy, SEO) |

+---------------------------------+

|

v

+---------------------------------+

| 4. Design Phase |

| (Create mockups, feedback, UI |

| design, responsive design) |

+---------------------------------+

|

v

+---------------------------------+

| 5. Development Phase |

| (Front-end & back-end coding, |

| content integration, testing) |

+---------------------------------+

|

v

+---------------------------------+

| 6. Content Migration & SEO |

| (Migrate content, set up 301 |

| redirects, optimize on-page SEO|

+---------------------------------+

|

v

+---------------------------------+

| 7. Quality Assurance (QA) & |

| Testing |

| (Functionality, cross-browser |

| testing, performance checks) |

+---------------------------------+

|

v

+---------------------------------+

| 8. Launch & Deployment |

| (Deploy the website, monitor |

| for issues post-launch) |

+---------------------------------+

|

v

+---------------------------------+

| 9. Post-Launch Support |

| (Ongoing maintenance, bug |

| fixes, analytics monitoring) |

+---------------------------------+

|

v

+---------------------------------+

| 10. Review & Feedback |

| (Evaluate performance, client |

| feedback, future optimization)|

+---------------------------------+

8.2. Proposed Recommendations (TO-BE) [Describe the recommended process and how the proposed system will address the challenges in legacy system]

* **Challenge**: Legacy sites have clunky, outdated designs or poor navigation, leading to user frustration.
* **Solution**: The redesign will include modern UX design principles, such as a clean layout, easy-to-navigate structure, and mobile-first design. User testing and feedback will help identify pain points to be addressed.
* **Challenge**: Legacy CMS systems may be difficult for non-technical users to update, slowing down content management.
* **Solution**: A modern CMS will be implemented with an intuitive user interface, making it easy for marketing teams or other non-technical users to update content, add new pages, or change images without needing developer assistance.

9. Business Requirements

[The specific business requirements elicited from stakeholders should be listed, categorized by both priority and area of functionality to smooth the process of reading and tracking them. Include links to use case documentation, and other key reference material as needed to make the requirements as complete and understandable as possible. You may wish to incorporate the functional and non- functional requirements into a traceability matrix that can be followed throughout the project]

Functional Requirement specifications:

|  |  |  |  |
| --- | --- | --- | --- |
| **REQ ID** | **REQ NAME** | **REQ DESCRIPTION** | **PRIORITY** |
| FR0001 | Navigation bar | The website has no icons or keywords to prompt customers. The customers would like to use some keywords to find what they are looking for. – So, want some icons like restaurants, lawyers, dentists, vets etc as key icons. | Essential |
| FR0002 | Review Radio Button | Leaving a review is a key part in promoting a business, therefore it should be easy to access the review page. There was no place to clear place to leave a review, so I have removed the “Business Products” icon and added a “Write a Review” button. | Desirable |
| FR0003 | LOGIN and SIGN UP Icon | Icons that serve no purpose needs to be revamped.  We will stick to one icon – Login and add Sign up on the bottom of the same landing page | Essential |
| FR0004 | ARTICLE ICON | There is no direct button to click if customers want some useful information. Add ARTICLES icon which directly takes them to useful info. | Essential |
| FR0005 | ARTICLES LANDING PAGE | There are no relevant articles that customers can refer with regards to their search. The articles could be about how to tile or fix a leak. | Essential |
| FR0006 | LIST A BUSINESS | There should be a page header with the search bar which gives “What you are looking for and postcode”. So, as you scroll through the page , the search bar will still be visible. | Essential |
| FR0007 | REVAMP “ADD BUSINESS” PAGE | The current design is not visually appealing or user-friendly, causing frustration for users.  Lack of Advanced SearchCapabilities: Users cannot efficiently search for contacts based on various filters (e.g., name, location, company). | Essential |
| FR0008 | REMOVE “OTHER BUSINESS PRODUCTS” ICON | There is an unnecessary icon as Business Products, but the website does not have other business products to sell. Hence needs to be removed. Creates confusion for customers. | Essential |
| FR0009 | REDESIGN “BLOG” SECTION | The blog section of the site needs to be updated . It has several tabs that don’t work. | Desirable |
| FR0010 | FREE QUOTES BUTTON | There is no option to get FREE Quotes from tradies . It needs to be added and trades that offer free quotes needs to be listed. | Desirable |

Requirement Traceability Matrix

|  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- |
| REQ ID | REQ NAME | REQ DESCRIPTION | DESIGN | D1 | T1 | D2 | T2 | UAT |
| RQ0001 | Navigation bar | The website has no icons or keywords to prompt customers. The customers would like to use some keywords to find what they are looking for. – So, want some icons like restaurants, lawyers, dentists, vets etc as key icons. | Develop search bar, filters | YES | YES | YES | YES | YES |
| RQ0002 | Review Radio Button | Leaving a review is a key part in promoting a business, therefore it should be easy to access the review page. There was no place to clear place to leave a review, so I have removed the “Business Products” icon and added a “Write a Review” button. | User Feedback | YES | YES | YES | YES | YES |
| RQ0003 | LOGIN and SIGN UP Icon | Icons that serve no purpose needs to be revamped.  We will stick to one icon – Login and add Sign up on the bottom of the same landing page | Integrate user login and registration system  Implement authentication system | YES | YES | YES | YES | YES |
| RQ0004 | ARTICLE ICON | There is no direct button to click if customers want some useful information. Add ARTICLES icon which directly takes them to useful info. | Implement website analytics tracking (Google Analytics) | YES | YES | YES | YES | YES |
| RQ0005 | ARTICLES LANDING PAGE | There are no relevant articles that customers can refer with regards to their search. The articles could be about how to tile or fix a leak. | Develop CMS and blog layout | YES | YES | YES | YES | YES |
| RQ0006 | LIST A BUSINESS | There should be a page header with the search bar which gives “What you are looking for and postcode”. So, as you scroll through the page , the search bar will still be visible. | Redesign homepage layout for better user experience | YES | YES | YES | NO | NO |
| RQ0007 | REVAMP “ADD BUSINESS” PAGE | The current design is not visually appealing or user-friendly, causing frustration for users.  Lack of Advanced SearchCapabilities: Users cannot efficiently search for contacts based on various filters (e.g., name, location, company). | Redesign homepage layout for better user experience | YES | YES | NO | NO | NO |
| RQ0008 | REMOVE “OTHER BUSINESS PRODUCTS” ICON | There is an unnecessary icon as Business Products, but the website does not have other business products to sell. Hence needs to be removed. Creates confusion for customers. | Add search functionality with filtering options | YES | YES | NO | NO | NO |
| RQ0009 | REDESIGN “BLOG” SECTION | The blog section of the site needs to be updated. It has several tabs that don’t work. | Develop CMS and blog layout | YES | YES | NO | NO | NO |
| RQ0010 | FREE QUOTES BUTTON | There is no option to get FREE Quotes from tradies. It needs to be added and trades that offer free quotes needs to be listed. |  | YES | NO | NO | NO | NO |

10. Appendices

List of Acronyms

Glossary of Terms

Related Documents