[Brand]

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# Business Requirements

## NEWS STORIES

|  |  |
| --- | --- |
| Source of Requirement | Media Relations Team |
| Business Requirement |
| * News stories should be fed from the Media Department’s RSS feed and updated every two hours as new stories are received
 |
| Functional Requirements |
| * News stories should be sorted into at least one of these five categories:
	+ Awards
	+ Community
	+ Mission Blogs
	+ Technology
	+ Events
* One news story may appear in up to two categories
* News stories web page must be refreshed and cached every two hours
* News stories will be automatically pulled in from the Media Department RSS feed and displayed on the web without edit
* The News Stories landing page will contain teasers for each story which will be separated by the five categories
* When users click on a teaser they will be sent to the detail page for the story upon which the clicked
* News story copy will be accompanied by one image per story. Images will be delivered at 560x250px
* News section will contain one landing page listing a blurb on all categories and associated stories. Upon clicking on a story title or image, the customer will be directed to a page dedicated to that story
* The first sentence from each story feed will be used, along with the image, as the blurb for the landing page
* Most recent stories should be sorted on top
 |
| Dependencies |
| * Media must update RSS feed with stories as they become available
 |
| Notes |
|  |

##

## EVENTS

|  |  |
| --- | --- |
| Source of Requirement | ExperientialTeam |
| Business Requirement  |
| * Events information is often updated and would benefit from a calendar tool that can sorted by location
* Client has several consumer events around the country that they would like promoted through the website
 |
| Functional Requirements |
| * Consumers should be able to search for local events using their Country, State or Zip Code
* Appropriate error messaging to be conceived of and displayed
* Upon hitting submit, all local events will appear as listed options that the user can click for more details
* Events should provide the name of the event, and the city/state
* If there is only one local event (normally the case), the event details and map will displayed
* The customer should be able to click on the map and “get directions” to the event from their location
* The map page should have a button for “New Search” which will take the user back to the original search page
 |
| Dependencies |
| * Optimal customer experience for this page is dependant on the Experiential team providing event details
 |
| Notes |
| This page may be turned off during times when no events are taking place. |

##

## VIDEOS

|  |  |
| --- | --- |
| Source of Requirement | Advertising Team |
| Business Requirement  |
| * Videos are currently hosted on company’s YouTube channel and should be streamed in to the new website and played with a lightbox.
 |
| Functional Requirements |
| * Videos should play in a lightbox
* Need to have the option to pick individual videos to play on certain pages
* Need to have the option to pick multiple videos to be shown in a video downloads page
 |
| Dependencies |
| * None
 |
| Notes |
|  |

##

## STORE LOCATOR

|  |  |
| --- | --- |
| Source of Requirement | Marketing |
| Business Requirement |
| * Client has requested store locator tool that customers can use to find their nearest location
 |
| Functional Requirements |
| * Standard Locator Functionality
	+ Hours
	+ Parts and Service
	+ Directions
	+ Distance from searched zip
	+ Get directions link
* Refine your results Remembers your zip or brand after you put it in but allows for update
* Store details can be sent to phone or email (when available)
 |
| Dependencies |
| * Use is for U.S. only. If tool is required for other markets, further development required.
 |
| Notes |
| Google maps? |

##

## CONFIGURATOR

|  |  |
| --- | --- |
| Source of Requirement | Marketing |
| Business Requirement Description |
| * Provide a better online shopping experience for the customers through an interactive configurator
 |
| Business Rules, Constraints |
| * Provide a better online shopping experience for the customers through an interactive configurator
 |
| Dependent Requirements |
| * This will require further investigation but will certainly require increased availability of images and product data
 |
| Notes |
|  |

##

## CONTACT US FORM

|  |  |
| --- | --- |
| Source of Requirement | Marketing |
| Business Requirement  |
| * Contact form for general questions and inquiries should be made available on every page (Nav)
 |
| Functional Requirements |
| * Include fields for first name, last name, email, telephone, comment, zip code
* Telephone section should contain radio selection buttons for cell, work or home
	+ Only one radio button can be selected at a time
* Based on the state selected, consumer lead will be sent to 1 of 3 regional offices for follow-up
* Appropriate error messages to be defined during wireframing period
* Required fields:
* First and Last Name
* Email or Telephone number
* Zip Code
* Inquiry Type
* Comment
 |
| Dependencies |
| Leads are sent to client’s internal database for processing. |
| Notes |
|  |

##

## CSS

|  |  |
| --- | --- |
| Source of Requirement | Marketing |
| Business Requirement Description |
| * Every website requires a cascade style sheet (CSS) as part of the html to provide the colors, font and formatting for the entire site
 |
| Business Rules, Constraints |
| * The CSS must follow the direction provided in the styleguide
 |
| Dependent Requirements |
| * The CSS developer requires a styleguide for direction
 |
| Notes |
|  |

#

1. Legal Requirements

|  |  |
| --- | --- |
| Source of Requirement | IT |
| Business Requirement  |
| All content (copy and assets) delivered for publishing must have the proper legal approvals from clientAll assets must be approved for global use on the webAll required product disclaimers will be provided to agency for publishing on the bottom of each page as neededGlobal legal disclaimers to be provided for publishing:Copyright and TrademarkPrivacy StatementAd Choices |
| Dependencies |
|  |
| Notes |
|  |

1. Testing Requirements

|  |  |
| --- | --- |
| Source of Requirement | Marketing and IT |
| Business Requirement |
| This site will need to pass SIT prior to launchThis site will need to pass Performance Testing prior to launch Includes Security, Distaster Recover, and Failover |
| Acceptance/Fit Criteria |
| Agency Quality Assurance team will work with clients to develop test strategies and case studies for use during SIT |
| Dependent Requirements |
|  |