Requirements Specification

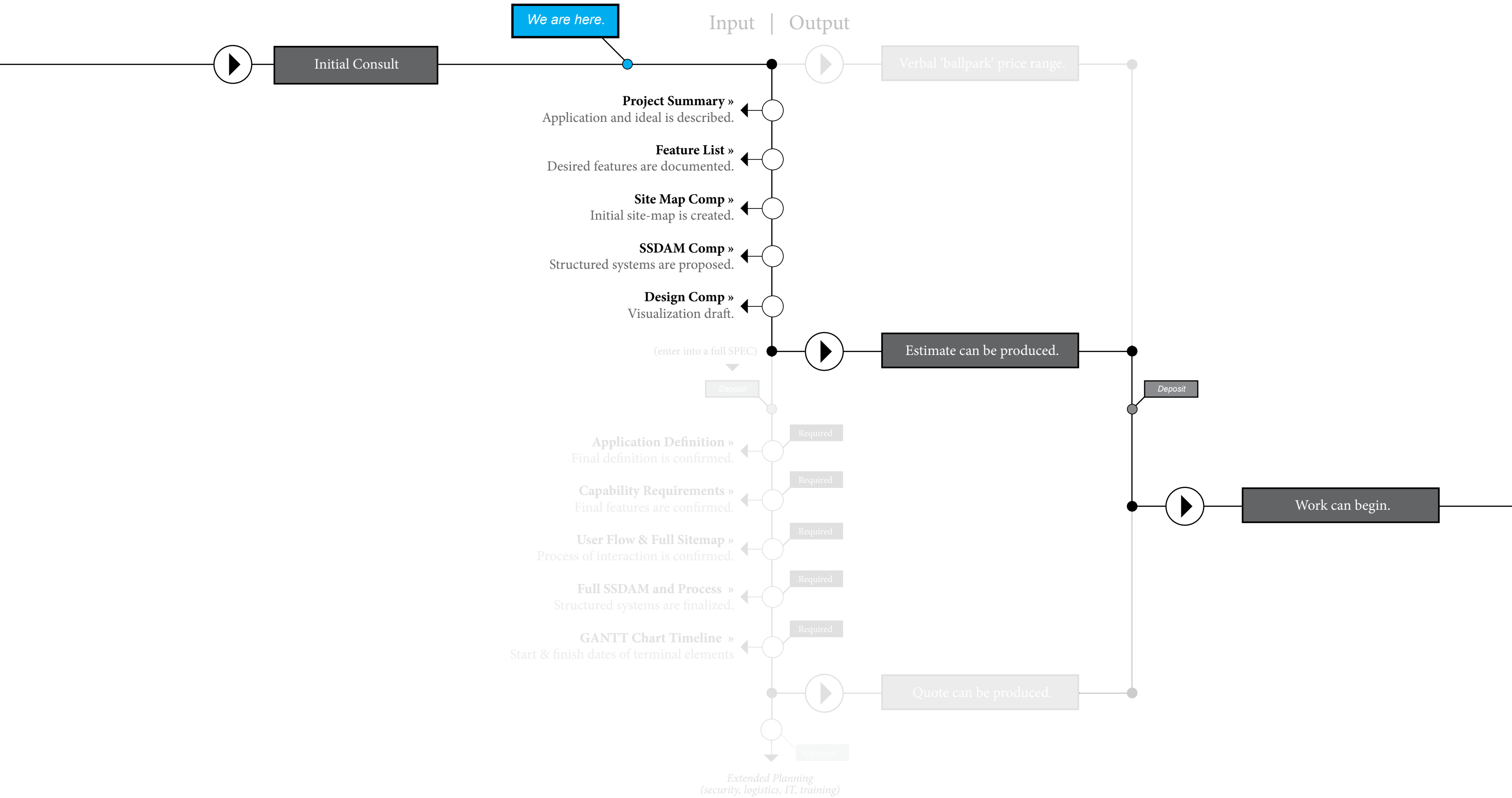Analysis

Design

Implementation (coding)

Testing

0 Executive Summary
Explanation of document

1 Project Summary
General Specification

2 Feature List
Known and future Features

3 Site Map
Listing of pages

4 SSDAM Chart
Structured Systems Analysis & Design Method

5 Design comp
Mock-up, wire frame or base design

We are here.

Input | Output

Initial Consult

Verbal 'ballpark' price range.

Project Summary »
Application and ideal is described.

Feature List »
Desired features are documented.

Site Map Comp »
Initial site-map is created.

SSDAM Comp »
Structured systems are proposed.

Design Comp »
Visualization draft.

(enter into a full SPEC)

Estimate can be produced.

Deposit

Deposit

Application Definition »
Final definition is confirmed.

Required

Capability Requirements »
Final features are confirmed.

Required

User Flow & Full Sitemap »
Process of interaction is confirmed.

Required

Full SSDAM and Process »
Structured systems are finalized.

Required

GANTT Chart Timeline »
Start & finish dates of terminal elements

Required

Work can begin.

Quote can be produced.

Output

Extended Planning
(security, logistics, IT, training)

SPEC Light a quick way to build a bridge to development.

I believe in Modern Web Standards and Product Responsibility

This document is focused on collecting the **minimal amount of information** needed to create an estimate for the production of custom software or an application. It can be used in combination with a "Full SPEC" to produce robust project documentation.

There is no charge for the light weight version of a SPEC (project specification phase) and only an estimate can be produced. Any estimate is subject to vary in price by 30%. A quote can be firmly established by securing a "Full SPEC".

This SPEC is based on concepts from the ISO 9001 QMS (Quality Management System). I have a defined set of policies, processes and procedures required for planning and execution in the core business area of an organization, specifically Web Development and eCommerce.

I believe that planning should come *before* construction or design of any custom software that is critical to your business - because I believe **intended use produces design**.

*This document is not a contract and there is **no obligation to buy by signing**. This document does not override nor supplement any contract unless specified within the contract by name as an "exhibit" and affixed to a final contract.*

"A project specification phase is the most important part of development.

From it will stem the instruction manual, the blueprint, the very DNA of the application.

Without it we have a lemonade stand in the desert, a great idea with no way to get there..."

~Christian Zagarskas

Please fill out the fields on this page, be as detailed as possible.

Project Summary

Instructions

Please use the text area to the left to give a general specification of the project.
If the text box has been filled with a suggestion from the development team please edit this description as needed.

Requested turn time: please provide expectation for delivery. `Essential`

Range: Specific Date: (Month | Day | Year)

Budget Expectation: define expectations for price. `Essential`

Payment Plan: Specific Price USD

Primary Purpose: please describe the typical *ideal* interaction. `Essential`

Goals: elaborate on secondary and tertiary click goals.

Other: describe any additional ideas or core concepts.

Example

*The **Primary Purpose** of this website is to sell tickets to our next event. All user interactions will ideally focus on the sale transaction and design needs to pull the eye toward checkout.*

We are open to use any online payment gateway or programming language in order to simplify the project.

***Secondary** and **Tertiary** interactions include, but are not limited to: Obtaining driving directions, booking a hotel, reviewing company policy and general contact infromation.*

We have a heavy interest in SEO and will need an accessible website compliant with the highest standards for both general and disabled users.

Our deadline is strict and a rush delivery is expressly requested.

Please select options on this page.

Project Summary

Instructions

Please select all that apply. If you are unsure of an item please feel free to add a note or question using Adobe Acrobat. Note that these items effect price and speed of delivery.

Example

Choose one from the left or right column on each line.

Elaboration

By reducing the reliability of an application I can speed up turn time and therefore lower the cost. In cases where no sales transactions (nor security) is needed a site can be produced rapidly.

The inverse is true; by increasing the security, quality and turn time I can better grantee the reliability and scalability of an application as well as increase ROI.

The selections made on this page will help us to construct the proper contract.

Quality Consideration -VS- Rush Delivery	Essential
These items **reduce cost** and development time in the short term and **increase risk** of errors and inflate cost in the long term.	These items **increase cost** & development time in the short term and **reduce risk** of errors and lower total cost in the long term.
WAIVER OF PLANNING Limited Professional responsibility related to project planning is acceptable to achieve lower estimated costs & quicker turn times.	**VALUE OF PLANNING IS RECOGNIZED** Professional responsibility related to project planning is deemed critical - an accurate quote is required.
VISUAL PRIORITY Graphic Design, visual appeal, look and feel will be considered first and web standards will be ignored to produce a better design match.	**FUNCTIONAL PRIORITY** Intended usage, goals & available technology will be considered first and where most logical the design will follow web standards.
FRONT FACING ONLY The website or app is simply a front facing media asset. Little or no part is critical to successful income generation.	**CRITICAL TO OPERATIONS** The website or app is the core or an important part of our business. Income generation or end user interaction plays a major role.
WAIVER OF COMPATIBILITY To speed up turn time no compatibility research is requested regarding a CMS system.	**FULL COMPATIBILITY** Compatibility research regarding the use of a CMS system is required to ensure future compatibility where reasonable.
DEBUG AND TESTING RELEASE Various liabilities related to debugging and testing are waived in favor of quicker turn time or to meet budget limitation.	**SOLID DEBUG** At least one full round of debugging is required, additional testing sessions are approved where deemed essential.
SECURITY RELEASE Vulnerabilities related to the system are not tested in favor of quicker turn time or to meet budget limitation.	**CHECK SECURITY** Vulnerabilities and exploits are to be secured where possible, either to 'PCI compliance standard' or an 'acceptable' level

Please select options on this page.

SEO - Search Engine Optimization
How important are search engines?
Note: if not considered prior to building the following
are not easily added back into a website or application.

`Essential`

Are heading tags and Semantics required?
HTMLtags define the structure and meaning of a page. Without semantics the site will be partially invisible to Search Engines (although some content and data may be indexed).

No

Yes   **If YES how important? (less)   (more)**

Are Passing Page Speed Scores Required?
To achieve top SERP listings (search engine results page) a web-page must meet certain speed requirements. Without meeting or exceeding such requirements a site will be penalized.

No

Yes   **If YES how important? (less)   (more)**

Are Schema tags required?
Schema markup feeds important information to Search Engines. Without them Search Engines will not trigger enhanced features or control of enhanced features will not be honored.

No

Yes   **If YES how important? (less)   (more)**

Are AdWords or SEM Passing Scores Required?
To advertise a website using SEM (search engine marketing) certain requirements must be met to be approved. Without meeting or exceeding these the site will fail Advertising requirements.

No

Yes   **If YES how important? (less)   (more)**

Are Webmaster tools required?
The search console for various search engines allow registration of a site, indexing, a site-map and advanced administration. Without them SEO can not be managed professionally.

No

Yes   **If YES how important? (less)   (more)**

Are Linking strategies important?
Specific tactics must be considered and planned to take advantage of deep, internal, external and other linking stratigies. Without planning these considerations expectations for SEO may not be met.

No

Yes   **If YES how important? (less)   (more)**

Overall, how important is SEO?

Not important
(App or Hidden website)

Some Importance
(may be needed later)

Very Important
(Critical to our business)

Elaboration

This broad overview of SEO intended to note only core areas of concern.

Each item selected here will change the standards to which the application is built. *I do not expect clients to be familiar with all items listed here. Please feel free to call if you have questions.*

Please select options on this page.

Instructions

Please select all that apply.
Leave blank if unsure.

Example

Select applicable items.
Multiple select items from the listbox.

Elaboration

This broad overview of common testing, debugging and launch procedure.

Each item selected here will change the way in which the application is tested.

Use "alt+click" to select multiple items from the listbox. (Specific manufacturers are also available)

*Selection of a **specific item from the list** can take special priority if there is a conflict in the selections here.*

For example; *you can choose "no debug" and select only the iPhone from the list which will communicate your interest to test only for the iPhone family of devices and no other debugging.*

Release Process: launch and live cycle initiatives.

Testing: None
ie: someone other than the developer will test

Testing: Basics
ie: make sure primary purpose works

Testing: Robust
ie: make sure everything works

Launch: Cold
ie: publish live on approval

Launch: Alpha/Beta
ie: test with live users and gather feedback

Launch: Progression
ie: release features in 1.0-2.0-3.0 cycle

Maintenance: None
ie: the developer will not update the system

Maintenance: Retainer
ie: full support is requested

Maintenance: Full Support
ie: full 24x7 support and repair is needed

Training: None
ie: no training on software is requested.

Training: Well Documented
ie: Video modules and training is needed

Debugging & Usability: device and browser testing.

Essential

In Responsive programming and design I can indeed target each individually. Please select all that may apply.

Mobile: No Debug
ie: do not test any responsive design

Mobile: Simulators
ie: test on simulators only

Mobile: Actual Devices
ie: Confirm working on physical devices

Modern Browsers: Limit Debug
ie: test only 1 major browser

Modern Browsers: Partial Debug
ie: test 2 to 3 major browsers

Modern Browsers: Major Debug
ie: test more than 3 browsers

Deprecated Browsers: Limit Debug
ie: do not test browsers older than 6 mo

Deprecated Browsers: Partial Debug
ie: test browsers 6 mo to 1 yr old

Deprecated Browsers: Major Debug
ie: test browsers 1 to 2 years old

Security: Basics
ie: basic low level security

Security: Advanced or PCI compliant
ie: customer data MUST be protected!

Please select options on this page.

Project Summary

Elaboration

This broad overview of **Web Standards** intended to note all areas of concern.

Each item selected here will change the standards to which the application is built, researched and planned for.

I do not expect clients to be familiar with all items listed here, this exercise is simply a survey of knowledge, familiarity and general interest.

WEB DESIGN AND APPLICATIONS

- HTML & CSS
- JavaScript Web APIs
- Graphics
- Audio and Video
- Accessibility
- Internationalization
- Mobile Web
- Privacy
- Math on the Web

SEMANTIC WEB

- Linked Data
- Vocabularies
- Query
- Inference
- Vertical Applications

XML TECHNOLOGY

- XML Essentials
- Efficient Interchange
- Schema
- Security
- Transformation
- Query
- Components
- Processing
- Internationalization
- Publishing

BROWSERS & AUTHORING TOOLS

- Browsers
- Media Players
- Authoring Tools
- Social Media

WEB ARCHITECTURE

- Architecture Principles
- Identifiers
- Protocols
- Meta Formats
- Protocol & Meta Format Considerations
- Internationalization

WEB OF SERVICES

- Payments
- Security
- Internationalization

WEB OF DEVICES

- Mobile Web
- Voice Browsing
- Device Independence & Content Adaptation
- Multimodal Access
- Web and TV

Please select options on this page.

API and 3rd party Integrations
How important is social media and services from external websites?
Note: if not considered prior to building the following
are not easily implemented within a website or application.

Essential

Is OpenGraph Metta data required?
OpenGraph is a markup language that adds in additional info about website content. Without this the image, description, source and specifics of what is shared is not easily controlled.

No

Yes   **If YES how important? (less)**   **(more)**

Are Sharing Tools required?
Sharing tools can be custom built or they can be integrated by a 3rd party system such as provided by AddThis or ShareThis. These tools slow down a website, user can share content without them.

No

Yes   **If YES how important? (less)**   **(more)**

Are External Backups required?
External backup systems can send a full backup to other servers or in some cases even download them to your computer. Without an external system there is no guarantee the website will be backed up.

No

Yes   **If YES how important? (less)**   **(more)**

Are any other 3rd Party API's needed?
A third party API is a system outside of the website or app that will either provide data to your system, or, accept data from it.

No

Yes   **If YES how important? (less)**   **(more)**

Select all that may apply:

Facebook	Salesforce
Twitter	Infusionsoft
LinkedIn	Appointment Core
Youtube	Ticketleap
Pintrist	StubHub
Foursquare	EventBrite
Google Maps	Acuity scheduling
Instagram	Zozi

Custom API
Describe or note any other
3rd party or API interest.

Instructions

Please select all that apply.
Leave blank if unsure.

Example

Check off all applicable items.
Select YES or NO and a level of importance.

Elaboration

This broad overview of 3rd Party API's intended to note all areas of concern.

Each item selected here will change the way in which the application is developed.

API stands for 'Application program interface' and in this case essentially refers to other websites not under our control that will feed in features which the final site will rely on.

I do not expect clients to be familiar with all items listed here.

Please use a simple LIST format for these fields.

Feature list

Instructions

Please use the text areas to the left to list specific features (in order if known).

If the text box has been filled with a suggestion from the development team please edit this description as needed.

Front End Features: what users do.   **Essential**

Back End Features: please list what Admin's can do.

Other Features: other considerations.

Example

+ *Ability for user to checkout with Paypal*
+ *Admin ability to export all sales*
+ *Export users by name*
+ *Sort users by date in export*
+ *Automatic backups*
+ *Language translation into Spanish*
+ *Blogging and comment section*
+ *Full tracking with Google Analitics*
+ *Goals and Conversion Tracking*
+ *AdWords passing Score*
+ *GOV standards for accessibility*

Optional: wishlist of non essentials.

Please select options on this page.

Tracking Urchins: will the site track users?

No Tracking

Interested in Tracking

---*Or Select Specific Types*---

Google Analitics

Visualvisitor

Luckyorange

Opentracker

AWStats

ShinyStat

SiteMeter

StatCounter

W3Counter

W3Perl

Webalizer

Woopra

Sumome

Crazyegg

Multimedia: rich content and features.

Video Embeds: Basic
ie: Popup videos from Youtube, Vimeo

Video Embeds: Advanced
ie: Membership, Streaming, protected video.

Image Interaction: Basic
ie: Popups, simple photo galleries

Image Interaction: Advanced
ie: Image sharing tools, advanced galleries.

Forms and data: Simple
ie: Simple contact form sent to an email.

Forms and data: Complex
ie: Data collection, dynamic changing fields.

Web Animation: Light weight
ie: simple fade in, fade out, sliding.

Web Animation: Reactive
ie: mouse control, isotope, masonry.

Interactivity: Web Standard
ie: basic clicks

Interactivity: Interactive
ie: mouse tracking, paralax, layering

Interactivity: Near Gaming
ie: 3d, VR, panoramic, highly interactive

eCommerce: online sales & money collection.

eCommerce: Small Business
ie: selling a single item via one gateway.

eCommerce: Professional
ie: basic online store, shipping, taxes.

eCommerce: Enterprise
ie: international logistics, many gateways.

eCommerce: areas of consideration or interest.

Total number of SKU's

Configurable product options

Personalization of products

Virtual or downloadable products

International Shipping

Advanced Logistics & BPE

Multi-State Tax collection

Wearhouse Inventory Sync

Promotions and coupon codes

Location Ticketing: Physical

Event Ticketing: Virtual

Time specific sales

Dynamic price ranges

Memberships + Reoccurring billing

Memberships + Price groups

Memberships + Seller profiles

Feature list

Instructions

Please select all that apply.
Leave blank if unsure.

Example

Check off all applicable items.

Elaboration

This broad overview of web based features and services intended to document areas of interest.

Each item selected here will change the why the application was built a certain way. *I do not expect clients to be familiar with all items listed here.*

Please use a Nested LIST format for these fields.

Site Map - Text

Main Menu   `Essential`

Sub Menu: other menu items.

Main Process: Primary interactions.

Sub Routines
Describe any other interactions or areas of concern as they relate to how a user will navagate the website or app.

Instructions

Please use the text areas to the left to list specific features (in order if known). If the text box has been filled with a suggestion from the development team please edit this description as needed.

Example

Website Main Menu Example
> Home
> About Us
=> Policy
=> TOS
> Blog

Website Process
> Checkout Process
--> Collect address
----> Collect payment
--------> Suggest Mailing List

Application Main Menu Example
> Search Records
> Your Account
=> Username
=> Password

Application Process
> Search Process
--> List Results
----> Select Result

Affix Graphic using Acrobat PRO

Site Map - Text

Instructions

Please add a site map graphic here or include the URL link to a source file.

I suggest using: *www.mindmeister.com*

Visual Site-map: Place graphic here.

`Optional`

Example

_X_ Graphic

URL Entry Example:
https://www.mindmeister.com/[your file ID]

URL: Links to source files.

`Essential`

Affix Graphic using Acrobat PRO

SSDAM - Structured Systems Analysis and Design Method: Place graphic here.

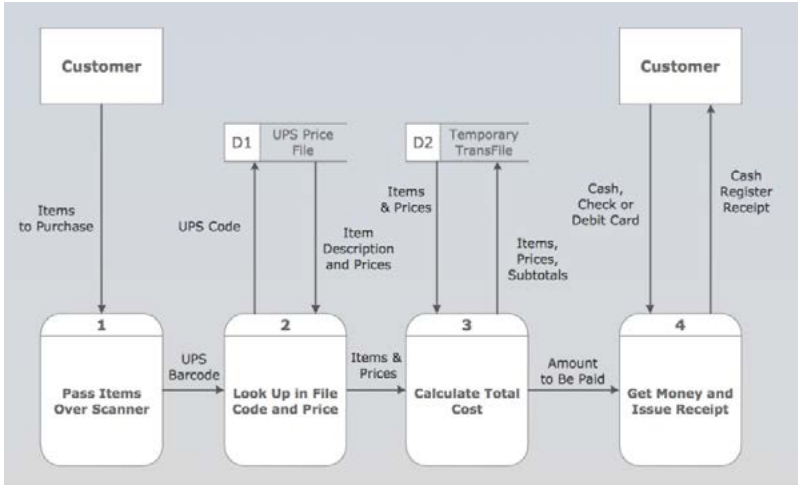Optional

URL: Links to source files.

Essential

SSDAM Chart

Instructions

Please add a SSDAM chart graphic here or include the URL link to a source file.

I suggest using: www.smartdraw.com

Example

_X_ Graphic

URL Entry Example:
https://www.dropbox.com/[your file ID]

Affix Graphic using Acrobat PRO

Design Comp

Instructions

Please add a visual Design graphic here or include the URL link to a source file.

I suggest using: Photoshop

Example

_X_ Graphic

URL Entry Example:
https://www.dropbox.com/[your file ID]

Design Comp: Place graphic here.

Optional

URL: Links to source files.

Essential