GoHealth

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Declaration Cover Sheet for Project Submission

SECTION 1 *Student to complete*

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1.0 Project proposal

1.1 Introduction

This project is for the purpose of eliciting requirements so that a user specification can be developed and a website can be built. My role in this project was the Business Analyst as well as the Project Manager and Consultant. I had to analyse GoHealth as an organisation, prepare documentation, study their processes, elicit requirements, prioritise the requirement, report my results and create a prototype. I had to assess their business model and integrate it with technology. This project report will provide background on the concept design, the project plan, the User Requirements Specification and details of the activities completed to bring the project to closure.

1.2 Objective

My project 'Go Health' is a business which supplies healthy meals to the homes to those who do not have the time to make them themselves. This is a service that will delivery pre packed foods straight to the door of our customers. My aim is healthy food on the go. I believe that some people who work hard or have busy lives do not have the time to cook or prepare healthy well balanced meals. I believe they need the nutrition of good food to keep them going. This is a service for the health conscious. There will be several options available depending on the customer's needs.

Before I begin developing my website I need to gather information on what my customers want and not just on what I think they want. I plan on gathering information for my project by firstly interviewing my stake holders. This is majorly important because I need to know what they want and are expecting from my website. I will be having brainstorming session with my stakeholders and customers to see if they have any ideas for my product that I haven't thought of. This will be great for covering all aspects of the product and help identify any potential flaws. I will also be surveying and interview potential customers to really get an idea of how successful this project would be.

My objective is to gather information from people in the working world, people who are regulars in the gym (those looking to lose weight/ bulk up), students and to families as to their eating habits. I want to know what kind of meals they are eating and how a better balanced diet can help them achieve their goals in day-today life. I plan on interviewing and surveying people from each section I have listed. My objective is to find out how I can supply a great services to the people who keep our country running by understanding the time restraints that they have when preparing notorious food. To combat this I will make a menu of healthy meals which customers can purchase from my website depending of their requirements.

In my menu there will be 'slimming meals' 'bulking up meals', 'vegetarian meals', 'regular meals', and 'family meals'. I feel that this range of meals should cover the majority of my customers. All the meals will be well balanced, the right portion sized, FRESH and as healthy as possible!

1.3 Background

I myself am a health conscious person and regularly go to the gym. I find with being a student and having a part time job that it is very hard sometimes to select the healthy options when it comes to my meals. I tend to go for the more convenient option in both student and work life. I also have heard from multiple people at the gym and also in the working world that they too struggle to keep up with their notorious meals throughout the week. I got my idea from these observations as I strongly believe that notorious food powers the body for a good day. I believe unhealthy processed food, makes the body more slumber and not functioning to its highest potential.

So with this, I decided that I would like to research more into these observations and develop a healthy and convenient option. Thus 'Go health' was born. There have been several articles that I have read about portion sizes which also triggered me to start this company. The majority suggest that males and females from adolescents to the elderly do not know the right portion sizes which I also found interesting. I will go into more detail about this in my research and also add my own findings from my interviews and surveys.

Also an issue which has been brought up in more recent times but has been an issue for a while is obesity. Researching on 'Irishheart.ie' I discovered that two in five Irish adults and teenagers (13 to 17 years old) are overweight which I think is a worrying statistic. I don't feel that that is an acceptable number especially in growing children. The website stated that 'The overwhelming influences of obesity in 99% of the population are environmental and include marketing, advertising, increasing portion sizes, accessibility and availability of foods and facilities'. This statement covers a lot of what my product is going to be about in terms of my aims to combat these problems and have a feasible product. I do feel that there is a need for a service like this and will hopefully be proven right through my research.

I have looked up other products of this kind for example 'lean meals' in New Zealand which has been very popular so I do believe that this product would have a market if it was designed correctly and the correct research was done.

Health and Wellbeing is a key message we hear all the time. I chose a subject relating to this topic for my project because it is a modern day phenomenon that I very much identify with.

The specific concept and subject I have chosen to research and develop is unique as currently there are no companies in Ireland providing this service.

I also wanted a subject that is relevant and of interest to my peers as this made carrying out my research easier.

The purpose of this project is to set out the requirements for the development of GoHealth. GoHealth is a company which supplies healthy meals to busy people who cannot spare the time to make them themselves but understands the benefits of eating healthy. Eating healthy is essential for a healthy mind and GoHealth's customer will understand this and need healthy food to achieve excellences in their daily tasks and excel.

I will be gathering the requirements needed for the owner of GoHealth for the development of the website which will need to market, display the products, take payments and gather

distribution information so that the product can get to its customers. This is going to be the only method of purchasing GoHealth products, the owner thinks it is the best way to reach its customers.

GoHealth tries to achieve optimum freshness in their products while remaining completely organic. GoHealth acknowledges that their target market will require different levels of nutrition and want to be able to satisfy each market group. They supply organic nutritious, vegan, vegetarian, 'Slimming', 'bulk-up' and gluten-free meals for their customers.

The target audience for GoHealth are students (2nd and 3rd level education) and also busy workers. Anyone who desires to eat healthy in an 'easy' way will be ideal customer for GoHealth. Customers should have at least basic computer skills to access the website as they will generally be either students or workers which means they will be using computers or similar devices daily so only having a website as a method of business shouldn't be an issue for our customers. Customers will be health conscious, life lovers who what the energy from excellent nutritious food to help them get the most out of life and excel in all activities and tasks.

1.4 Technical Approach

To implement my website effectively I will use the application WordPress and Cloud 9 as a host server. This will allow me to create and design the website in accordance to the needs and requirements. It will have an ease of use design that is user friendly. It will show all the products that the website has to offer. There will also be a basket that allows you to keep adding your desired products. Then at the checkout there will be a PayPal option to allow secure payments.

I have researched several websites and I feel I can improve on all the current websites as I have looked at the areas that are there downfall. In the website that I am creating I will ensure I don't have the same mistakes.

I will also create a database that will store all the user's details. The users will also have options to create a wish list and save products that they have placed in there basket to come back at a later time to check out.

The overall design and running of the website will be easy to use and aesthetically pleasing for the user. It will also have all your nutritional product needs in the one place.

1.5 Concept Design

GoHealth is a company geared towards providing healthy pre-prepared meals to customers through a fast delivery service. The principle customer interface is a convenient, user-friendly website.

The 'GoHealth' name was chosen as it represents the concept that the web-site is promoting, i.e. healthy living for people on-the-go!

GoHealth appeals to the modern-day phenomenon of promoting the importance and adherence to 'Health and Wellbeing' with a particular emphasis on healthy eating. It marries this to the recognition that young professionals, while appreciating the need to eat a healthy well-balanced diet, have little spare time to focus on this and spend time in the kitchen preparing meals.

GoHealth fills this gap by delivering healthy meals to the customers' home and/or place of work that can be ordered from an easy-to-use website.

There will be several options of meals; 'bulking' meals for gym goers, 'slimming' meals, vegetarian meals and 'regular' meals for students and the average working person who want to eat healthy balanced meals but do not have the time to prepare them. It is for those who have a busy lifestyle and understand the benefits of nutrition and how it can help the body excel in its daily activities.

The main target audience for GoHealth is the young professional, who wants a healthy lifestyle, lives a busy life, prefers other pursuits than going supermarket shopping, preparing meals and cleaning up afterwards and is prepared to pay for conveniently delivered pre-prepared healthy meals.

Young Professionals are technology-savvy and have capacity for discretionary expenditure and are an ideal target market for the GoHealth website. They are used to navigating websites and apps and doing business and purchasing goods on-line. GoHealth is a luxury offering but is affordable for young professionals who want to stay healthy with minimum effort and are willing to pay for that convenience.

Through research and compatibility to the project brief I feel that nutrition was the best option for me. Nutrition is a huge issue all over the world including in Ireland where 66% of Irish men (20years +) are overweight or obese and 51% of Irish women (20 years+) are overweight or obese. My Idea is to have a home delivery service of nutritious, correctly portioned meals. They will be for fitness fanatics to the health conscious family home.

This is going to be an important aspect for my project so that I can have a realistic understanding of my potential market and also what my stakeholders are expecting from the venture.

I surveyed a wide area of my potential market from gym goers to the working world to students in order to get an overall perspective of what potential customers would desire.

1.6 Project Plan Overview

The fundamental objective is to make GoHealth as appealing as possible and to convert as many customers as possible over to the concept.

To guarantee success, the website needs to be imaginative, eye-catching and enticing to encourage potential customers to visit it, use it, and stay with it.

To meet this objective it is critical that there is a clear understanding as to what the customer wants, what is most appealing to the customer and that the website creates a need for 'more'.

To this end, the following research activities were carried out:

- Compared related websites to get some ideas as to what works and doesn't work in relation to website design. (Benchmarking)
- A brainstorming session.
- Benchmarking with other related websites
- Observation.
- Compilation and circulation of a customer/user survey to assess what potential users of the website would like from the site.
- Two interviews with the owner/Chief Executive Officer (CEO) of GoHealth to understand what her expectations and requirements for the website are.
- An interview with one of the suppliers to GoHealth.

Following analysis of the output of the feedback from these research activities the website can be designed to meet the overall needs.

Analysis of stakeholders was also carried out to assess their input, influence and importance to the project.

A User Requirements specification (URS) has been generated using the IEEE template which incorporates the provision for a staged website design in a phase 1 and phase 2 approach;

A prototype website (15.3) was created incorporating standard features and utilising a creatively designed company logo, and attractive and relevant colour pallet. The phase 1 design was functional for the user and clearly identify what the company is about and what it can offer its customers. Phase 2 of the prototype was the final representation of the features which were to be on the finished product.

1.6.1 Project Scope

The scope of this project was to gather the requirements from an organisation (Go Health) and its stakeholders and document its business processes, assessing the business model so that the requirements can be shown to a web designer who will then build a website off the requirements I have gathered. I used some elicitation tools (survey and interviews, brainstorming, observation and benchmarking) in order to gather my requirements.

There was a time constraint on gathering the initial feedback from my clients which had to be completed before 1st. February, 2016. As this was the latest possible time I had to gather the information needed, I had to arrange the most important requirements first and the less important ones as time goes on. Project planning was important.

The client required a user friendly website which would be available for computer devices along with smart phones and tablets. The website needed to be able to display the products so that they can be purchased through the site. This meant that internet security would be essential.

There is traditional sales legislation which would apply even if the goods were being sold over the counter. This is the sale of goods act and gives the consumer rights and responsibilities about purchasing items. E- Commerce regulations are regulations that control the on-line sales process and they are the outlines of what we consider practical business requirements of on-line retailers. The regulations will be important for both the client and the web designer to understand so that they are implemented

The main book I will be using to research on my project for business solicitation is BABOK (A guide to the business Analysis Body of Knowledge). This will help me develop requirement solicitations technics so that I can gather information effectively and help sort out the information so that I can use the more essential information first and prioritise wat is more important.

I will also be using Microsoft project in order to develop a Gantt so that I can develop a business plan. This is very important so that I can use my time efficiently to gather my information. I can also display clearly what I need to do and the time it will take me to it. This will hopefully help me avoid any problems that may arise by laying out everything I will have to do.

I will be using people from the gym, stakeholders, people in the working world and student to complete my surveys

I will also be using the internet I order to research further into statistics of nutrition so I will also be using a computer and an ipad as part of my research. For my personal website I will be using Word press to develop it and to display my results, findings and charts.

1.6.2 Project Plan

To ensure that the project was managed efficiently and effectively and was delivered on time, a detailed project plan was developed using the Microsoft Project application.

Microsoft Project is a tool which allows for project milestones, activities and tasks to be identified and listed in sequential order.

The tasks are listed in a matrix with the tasks on the vertical axis and timelines on the horizontal axis. The duration, start time and end time for each tack is documented. Any prerequisites (i.e. one task must complete before another can start) for a task is also listed.

Microsoft project gives a visual of what needs to complete when so that the overall project can be delivered on time.

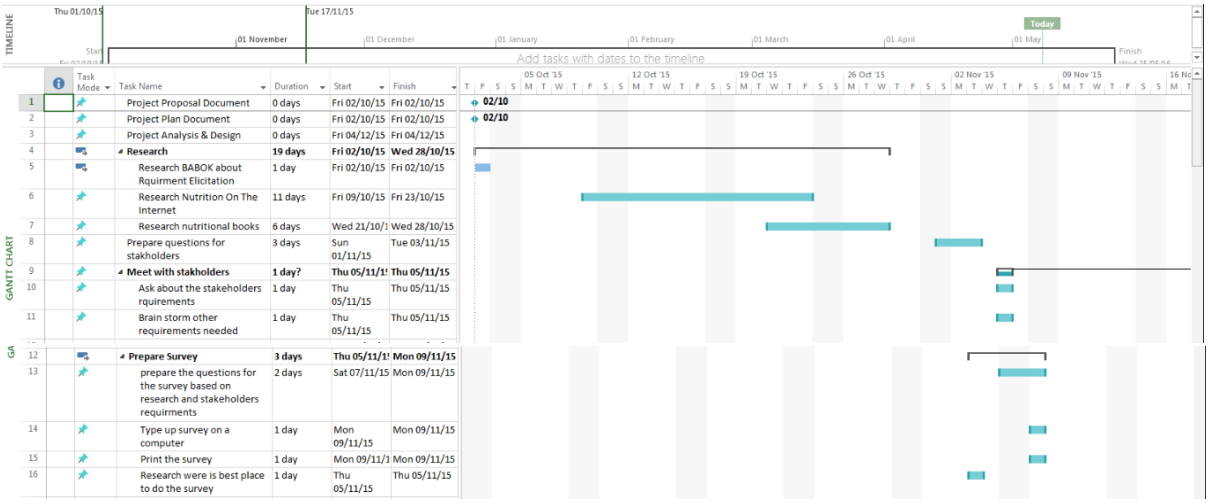
The overall timeline for the GoHealth project was agreed. The project commenced in 2nd. October, 2015 when the project was assigned. The final report is due 11th.May, 2016 with a presentation of the project due 16th. May, 2016 and Project Showcase on 25th. May, 2016.

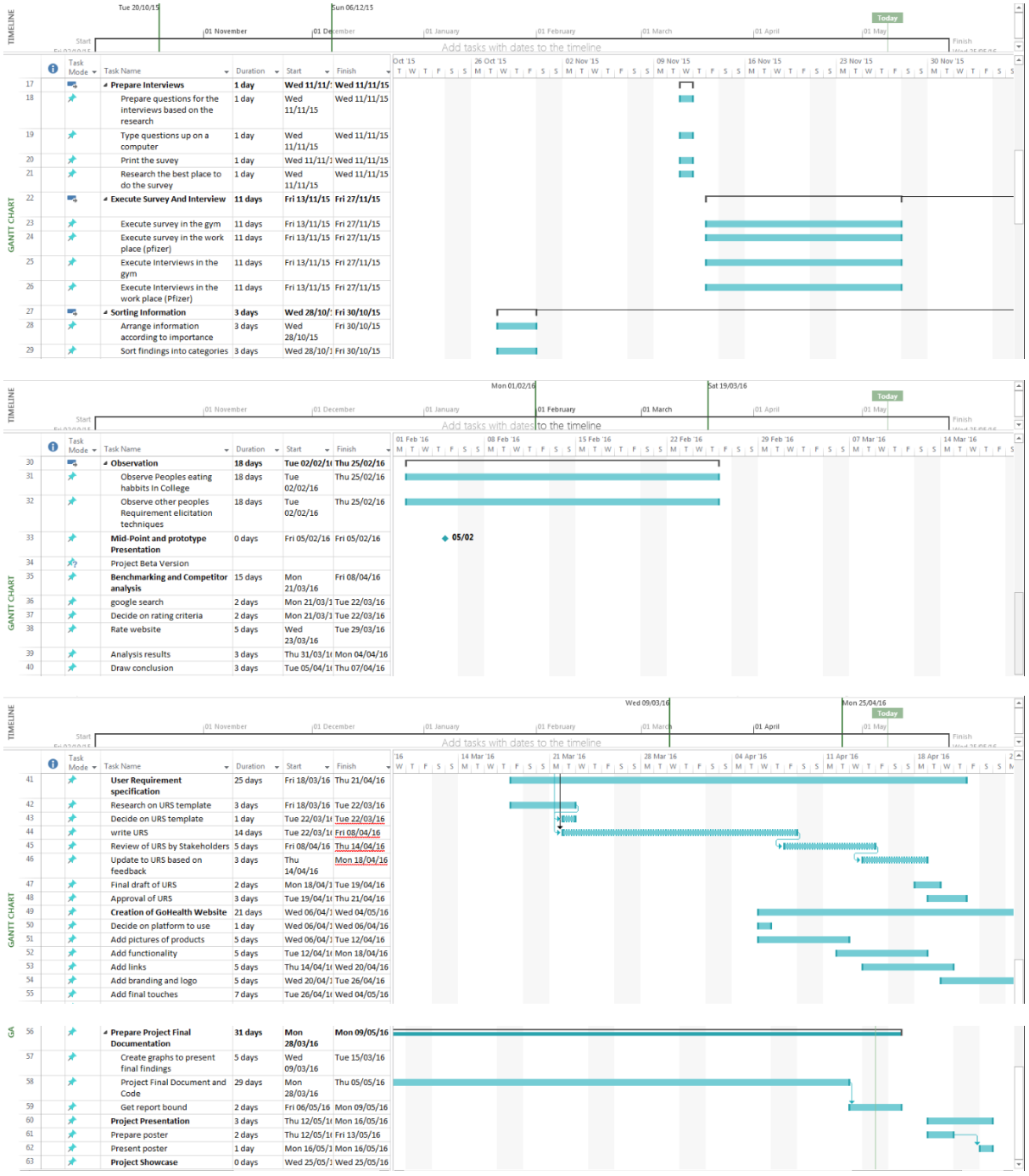
The various milestones for the project were listed (e.g. Project Plan, Research, Mid-point review, URS, Final Report, Presentation, etc.). Under each milestone the activities and tasks required to meet that milestone were listed.

An estimate of the duration for each task as added plus when it was expected to start the task. The project plan was then reviewed as to whether this initial plan with the durations and start dates allocated would meet the overall time line for the project due date. Some adjustment had to be made to the durations (i.e. shortened with less time allocated) plus some tasks had to start before other finished to ensure the overall time line. These adjustments were made to the initial plan. Also, it was recognised that some tasks had to wait until others finished before they could start. This was noted in the 'Prerequisites' column of the project plan.

As each month passed progress in completing the tasks can be reviewed and mitigations determined if going off-track. Particular emphases was put on the mid-point review milestones as this was a significant opportunity to review progress and re-adjust the plan if necessary.

The project plan was a great way to make sure all the tasks got done, nothing was forgotten and it gave a confidence that the project could be delivered on time as per schedule.





1.6.3 Project Progress Review

To ensure that the project was progressing as per the project plan a Reflection Journal was kept where achievements, reflections and intended changes were documented on a monthly basis. Reference Appendix 14.1 for details of the Reflection Journals.

The Reflection Journal facilitated the communication of the project progress with stakeholders and gave them a confidence level that the project was being well managed.

It also allowed for mitigations to be developed and agreed if activities were going off-track.

1.6.4 Evaluation

To evaluate my findings I will be verifying with the stakeholders that the requirements I have collected and displayed are correct and true. I will be using the requirements Spec as a test to see if they match and that what I have collected and displayed is correct. I will verify that I followed my methods when gathering my information correctly at each stage. I will also sit down with a client and verify that their requirements are met in my results and that the stakeholders.

2.0 Market Research

Preliminary research was carried out by reviewing related websites that promoted the sale of goods associated with Health and Well-being. The logo designs, colours, pictures and patterns were noted. Websites were rated as to how appealing and relevant they were to the goods/services/information they were promoting.

Websites that promote sale of goods/foods with delivery services were also reviewed and rated on ease of use for customers/users. Drop-down menu designs to allow for preference choses to be made and also payment method options were noted. The reviews also included a consideration of how user accounts are set up and what features they contained.

Particular emphasis was put on fast-food websites as these offered a service somewhat similar to GoHealth and also to Health promoting websites as they promote the same message as GoHealth.

The level of sophistication and complexity of the websites were also judged and whether some of the add-ons benefited the appeal and/or usability of the website.

Also of importance for a start-up company that wants to be positioned for the long-haul is the flexibility and change-agility of the website. As the business grows the website needs to evolve also. The ease and ability of the website design to change over time and stay current with the owner and customer expectations is a key deliverable.

Detailed analysis of this preliminary research is presented in the results in the benchmarking section 7.2

A google search of websites under the following criteria were reviewed for ideas that might help with the GoHealth website design:

- Health and Wellbeing
- Health foods
- Healthy eating
- Healthy meals
- Fast foods
- Takeaways

3.0 Product Branding

As the name implies, GoHealth is healthy meals for people on-the-go!

There are a lot of players in the Health and Wellbeing / healthy eating market and also in fast-food delivery arena so GoHealth has to stand out.

GoHealth wants to portray an image of excellent quality, scientifically well-balanced meals conveniently available to the busy executive at affordable prices. It is a luxury product at affordable prices. The website needs to be appealing to that young professional who views their body as a temple. It needs an aura of class, sophistication, health, energy and enjoyment. To this end, colours, images, and pictures used must portray health and the overall concept of the company.

The follow have been considered for inclusion on the website:

- Colours:
    - Greens – portraying health, organic, fresh products
    - Pale blues – portraying the outdoors
    - Yellows – portraying the sun and warmth

- Images:
    - Dramatic scenery with mountains, seas and rivers – portraying the natural environment
    - Young attractive people doing sporting activities
    - Young attractive people socialising eating food together
    - Spices – portraying the exotic

- Pictures:
    - Fruit and vegetables
    - Mouth-watering meals

The website is to give the impression that if you order meals from GoHealth you will have a much better life-style.

4.0 Website Marketing

For the success of the GoHealth website it is vital that the website is made know to all potential customers. Marketing is therefore key to the success of GoHealth. The business is being branded as an innovative way to ensure a healthy balanced diet at maximum convenience.

Some of the marketing initiatives that will be explored include:

- Accessing the target audience:
    - Advertising/fliers in gym clubs and spots clubs
    - Door-to-door flyers
    - Flyers sent to High Tech companies
    - Flyers to weight-loss promoting organisations such as Slim-world, Weight-Watchers, Motivation weight Loss, Uni-slim, etc.
    - Social media

- Technology vehicles:
    - Facebook
    - Create an App
    - Advertise on other Websites

- Radio and Television promotions:
    - Radio and/or television advertisements
    - Participation on Dragon's Den
    - Entering for the Young Entrepreneur's Award
    - Participation on the Late Late Show new business's award
    - Getting a slot on the Saturday morning radio show The Business
    - Featuring on one of the day time chat-show programme's

- Live Demonstrations:
    - Attendance at Farmer's markets
    - Attendance at music festivals such as Electric Picnic
    - Attendance at appropriate Exhibition's at the RDS/Convention Centre, e.g. Technology Conference.

Based on the pros and cons of each initiative, can chose as to what is best for the successful launch and sustainability of GoHealth.

5.0 Financial Assessment

The extent of the research and the ultimate design of the website will be cost dependent. For a start-up company costs have to be carefully managed. However, as the website is fundamental to the business as the mechanism for the company to communicate and interface with its customers, the cost of developing an attractive and user-friendly website is money well spent. GoHealth has a flexible budget however only to requirements which are of great benefit to the website initially. Further requirements can be added at a later date.

- Costs for consideration include:
    - Consulting costs for initial research of the design
    - Cost of the website prototype build
    - Licenses for electronic payment methods
    - World-Wide-Web virus security program
    - Payment for links to other websites
    - Cost of on-going maintenance of the website

6.0 Stakeholder Analysis

6.1.1 Roles and Responsibilities

A brainstorming exercise was carried out to identify all potentially stakeholders associated with GoHealth, from suppliers, customers, investors to Regulators and Legislators. The following stakeholders were identified:

<u>Stakeholders</u>

1. Client/Sponsor
2. Suppliers (Irish farmers)
3. Customers/ Members (fitness enthusiasts, students, workers)
4. Website designer(s)
5. HSE – Health, safety, environment (food safety regulations)
6. Employees (IT personnel, Chefs, Packaging personnel, Delivery drivers)
7. Bank – funding (loan)

8. Business Analysis
9. Investors
10. Local Food Groups (Farmers markets, Food Hubs/Food Aggregators/Produce marketing groups, Produce marketing cooperatives)
11. Media – Advertising (TV, Radio, online)
12. FDII - Food and drink Industry Ireland
13. FSAI – Food Safety Authority Ireland (Food Safety Authority of Ireland Act, 1998; getting a food license, food safety standards)

6.1.2 Importance and Influence Matrix

Different stakeholders have different inputs and influences on of the project and for the success of the project all their individual requirements need to be accommodated.

To understand their importance and influence to the project they were organised into an influence and importance matrix:

Importance/Influence Matrix

IMPORTANCE		
High	3. 7. 11	1. 8. 5. 13. 9. 14.
Low	6. 10	2. 4. 12.
	INFLUENCE	**High**

The importance influence matrix is a tool which helps business analysts identify each stakeholders influence and power in the project. This tool can be very helpful as it helps me isolate the stakeholders according to authority which is important to know for the overall website as well as to identify decision makers. There are two categories in this model; Influence and Importance.

‘Influence’ refers to the power that stakeholder has over the project. They have to facilitate its implementation and can have a strong ability to influence or persuade decision making and following certain courses of action.

Stakeholders who are deemed to be more ‘Important’ than other stakeholders usually have more of a direct interest in the projects objects. Their objects or interests often closely link with the projects objects therefore it directly influences them making them more important.

The interest, input and opinion of those stakeholders on the high Importance/high influence quadrant need to be taken into account in the design of the website as a priority.

The input of theses stakeholders in the low importance/low influence are much less important but still must be taken into consideration.

The requirements of stakeholders in the low importance/high influence and high importance/low influence can be considered ‘nice-to-have’.

6.1.3 RACI Matrix

To further understand the role that the stakeholders have during the project life cycle a RACI matric exercise was carried out.

The RACI identifies who is responsible, accountable, to be consulted and informed for the various milestone activities of the project life-cycle.

RACI Matrix Chart

Key:

R: Responsible - The person who performs the action/task.

A: Approved – The person who approves the action/task.

C: Consulted – The person(s) who need to be consulted in regard to the action/task

I: Informed – The person(s) who is informed after the performance of the action/task.

RACI Matrix Chart

Step	Action/Task	Responsible	Approve	Consult	Informed
1	**Concept design**	Website designer	Investors	Suppliers	Customers
2	**Project plan**	Business Analysis, Website designer	Investors	Bank, Investors	HSE, Media
3	**Research requirements**	Website designer	Business Analysis	HSE, FDII, Customers, Suppliers, Local food groups	Media
4	**Analysis feedback data**	Business Analysis, Website designer	Sponsor	Bank	Investors
5	**User Requirements Specification**	Website designer	Customers	Suppliers, Customers	Investors, Bank
6	**Generate prototype**	Website designer	Sponsor	Customers	Suppliers
7	**Feedback on prototype**	Customers, Investors, Local Food groups		Customers	GRRS Strategy PCO
8	**Website launch**	Employees	Investors, Sponsor	Suppliers	Customers, HSE, Local food groups, Investors, Media

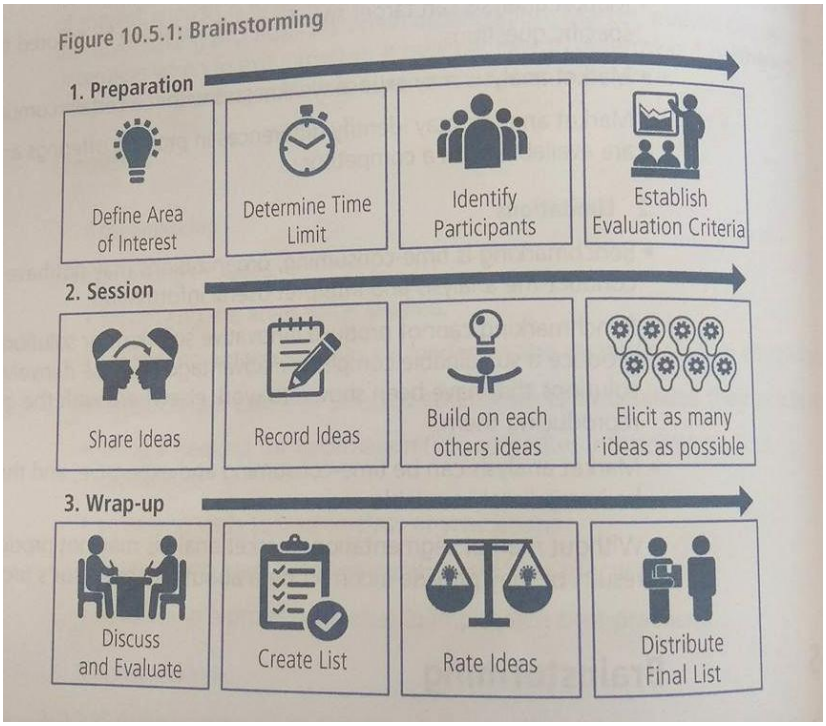
This is a useful tool to be used during the project to ensure that the necessary inputs, reviews and approvals and communication is maintained throughout the project lifecycle.

7.0 Requirements Elicitation Techniques

7.1 Brainstorming

I used the brainstorming technique in order to prompt a creative way of thinking about ideas for the website. Brainstorming helps to produce a broad set of options which can be selected upon for the project. The term brainstorming was coined in 1939 by a man named Alex Osborn. To Osborn "Brainstorming means using the **Brain** to **Storm** a creative problem and to so in commando fashion, each 'stormer' audaciously attacking the same objective" – (Alex Osborn, 1939).

The brainstorming session helped to outline what options were available to us, if there were any constraints with each option and what the group could do to move past these constraints. Throughout the brainstorming session we were able to focus on a particular topic and come up with multiple solutions. I feeling using this technique is best in a group environment as we needed the expertise and creativeness of all members. I tried to make to brainstorming session as engaging, open and productive as possible. To carry out this technique I used this graph below as a guideline which I sourced from BABOK, 2015.



Picture from (Guide to the business analysis body of knowledge, 2015)

7.1.1 Preparation

I was using this technique in order to elicit requirements for my client around the area of her company GoHealth. The purpose of this project was to gather information on what her stakeholders would like on the website and what suggestions they had which they thought would help the construction of this website for a successful outcome.

More specifically, the purpose was to discuss what requirements they had and any issues which may arise around that requirement. I set a time limit on this session of one hour however it was not a strict time limit and if needs be, that time limit can be broken.

As the business analyst I was the 'facilitator' in this meeting meaning. It was my job to guide the group through the topics of discussion and facilitate a good environment for an open creative discussion.

The participants of the meeting were my client and 5 potential customers. The potential customers were young to middle aged working adults who had discussed with me an interest in nutrition. One participant expressed they were sceptical about the noticeable effect nutrition can have on daily tasks which I thought would provide a good overall perspective of the potential website.

I booked a private room to execute the session in a convenient location for the participants. I obtained large paper to document the session to hang on a board. This also will allow for there to be a clear visual of the topics of discussion as the meeting commenced. Firstly the participants will write their ideas down on coloured post-its. The post-it would be added to the board and there will be a discussion around that topic. The colours of each post-it have no meaning other than possibly boosting creativity. I made a conscious decision about this because I didn't want the group focusing on remembering colour codes I just wanted them to write their idea on any colour post-it that was closest to them. The ideas were be added to the board in a random order and then prioritised into the criteria I established for evaluating and rating the ideas.

7.1.2 Session

As stated previously, all ideas were written down by the five participants and added to the board as seen in the picture below. The question of this session was 'What makes a good website'. I encouraged that all suggestions were good suggestions and each topic was discussed in detail with regards to our ability to accomplish that requirement for GoHealths website, restrictions and how it would benefit GoHealths particular business.

All the participants were very open minded during the session which I was pleased about. I tried to keep the team from criticising any of the suggestions so that everyone was open to share their thoughts without negativity, constraints were discussed however. I had no limit on the number of suggestions which could be added to the board, there were plenty of post-its and ideas were jotted down as each member thought of them. We went about 10 minutes over the hour time limit which wasn't strict because the participants were free to stay until that time.

Output from Brainstorming Session

7.1.3 Wrap-Up

After the initial identification of requirements and discussion we prioritised the requirements. The criteria I used for evaluating and rating the ideas was done using an effort/benefit Analysis. After the participants could no longer think of any more suggestions we took them all off the board and I drew the graph seen below.

The graph is ranked from low to high and helped evaluate how much effort it would take to accomplish each requirement and what benefit to GoHealth it was. The group then placed the post-its back onto the board in the section they thought was correct. Each requirement was done one at a time and discussed and placed strategically.

I gave no input in this section because I didn't want my position to sway the results so they are not absolute to the project but are still very important. When the time limit had been reached and surpassed using the pre-determined evaluation criteria we terminated the session as the purpose for the session had been accomplished.

Benefits and Effects Analysis

For an up close view of each section individually please see Appendix 14.6 where the each topic is also listed in their category.

Brainstorming can be great for purposes such as this because it creates a non-judgmental environment to permit outside-the-box thinking. However it can be risky because it is dependent on the participants' creativity which will influence the success or failure of the project.

7.2 Benchmarking / Competitor Analysis

The benchmarking technique was carried out to assess what competitor websites to the GoHealth website were doing. A google search of health food delivery services websites was conducted and sites similar to GoHealth and the service it is providing were identified. The websites were then rated under a number of criteria as described below. The output of the benchmarking will feed into the design of the GoHealth website so that GoHealth can be optimised with 'best in class' features identified through the benchmarking exercise.

7.2.1 Criteria for Benchmarking

The following criteria were used for the benchmarking exercise:

- Initial impression:
  - This relates to the initial impression of the user in relation to the website when they first enter the website.
  - Is the branding appropriate? Does it relate to the products being promoted by the website?
  - Does the website appear attractive in relation to colour, pictures and text?
- Features:
  - What options does the website have?
  - Can it be accessed through an App?
  - Meal diary option
  - Payment options
- User Engagement
  - Ease for logging into the site
  - Security of personal information
  - Access to 'help' option if required
- Description of Goods
  - Availability and attractiveness of pictures
  - Clarity and accuracy of descriptions
  - Calorie counter
  - Food nutrition details
  - Options of 'mix and match'
  - Details of delivery options; how meals will be packed, delivery dates and times
- Persuasion to Purchase
  - How persuasive is the site to encourage a user to purchase?
  - Is there loyalty discounts?
- Ease of use
  - Ease of navigating through the site
  - Minimal number of clicks to purchase a meal
  - Self-explanatory menus
- Opportunities to network
  - Chat room
  - Opportunity to blog
  - Links to related health websites
  - Advertisement to other related goods

Rating system

A simple 0 – 5 numerical rating system has been used for this benchmarking exercise.

5: excellent / best in class

4: good

3: Average

2: poor / could be better

1: bad

0: doesn't have the desired feature

The total score under each category is calculated for each website to give it an overall rating. The website with the highest rating could act as a role model for GoHealth.

The highest score that can be obtained is 35.

7.2.2 Benchmarking and Competitor analysis Results

No.	Website	Website description	Initial impression	Features	User engagement	Description of goods	Persuasion to purchase	Ease of use	Opportunities to network	TOTAL
1	Paleo Meal Deliveries	Health food delivery	4	2	2	4	3	3	2	20
2	LowCal Meals Delivered	Low calorie food delivery	2	3	3	2	4	4	1	19
3	The Pure Kitchen	Meals delivery	1	4	1	4	2	2	2	16
4	Gourmet Fuel	Low calorie food	3	0	5	4	1	2	3	18
5	Fighter Food	Fitness meals delivered	5	1	2	2	2	5	5	22
6	Clean Cut Meals	Health meals delivered	1	2	1	3	1	3	0	11
7	Taylor Made Diet	Diet meal delivered	2	4	5	1	4	2	3	21
8	Plated	Ingredients and recipes delivered	4	4	3	2	2	3	0	18
9	Blue Apron	Ingredients and recipes delivered	2	3	4	3	3	3	0	18
10	Hello Fresh	Ingredients and recipes delivered	4	2	5	2	4	4	3	24
11	Peach Dish	Meal ingredients delivered	2	4	2	3	3	2	0	16
12	Green Blender	Smoothie ingredients delivered	3	2	5	3	2	4	3	22
13	Heavenly Foods	Meals delivered	1	2	4	3	3	3	0	16
	TOTAL		34	33	42	36	34	40	22	

7.2.3 Benchmarking and Competitor Analysis Discussion

The first interesting point to note is that there is not a wide range between the website with the highest (24) and lowest (16) rating. This indicates that there is not a significant difference in the design of the competitor websites. If GoHealth wants to stand out it needs to be different and innovative.

Also, the total scores obtained by each website (range 16 – 24) is significantly lower than the maximum score that could have been obtained (35) so there is lots of opportunity for the GoHealth website to improve on these websites and be a much more successful brand.

The two websites with the highest scores (website 10 (score = 24) and website 5 (score = 22) scored highest on 'Initial Impression' showing the importance of branding and making sure that first impressions count.

The sites with the lowest score (websites 3, 11 and 13, scores = 16) scored low in 'Opportunities to Network' indicating the importance of these additional features to the success of a website. This is particularly important for the GoHealth customers as GoHealth is aiming to appeal to young professionals who like to blog and are into social networking.

The benchmarking criteria that got the highest score was 'User engagement'. This indicates the importance the website designers put on these types of features.

7.2.4 Benchmarking Conclusion

The conclusion of the benchmarking and competitor analysis is that there is 'sameness' about the websites offering a similar service to GoHealth however none of the other companies did exactly what GoHealth are planning to provide in Ireland. GoHealth needs to stand out with an innovative website design. First impressions and branding is importance so attention must be paid to this in the website design. Young professionals want more from a website than just the goods it is selling so additional features in relation to apps, blogs, chat rooms will make the GoHealth website stand out from the crowd.

7.3 Observation

Observation is a technique used to elicit information by studying activities and their context. For this I studied our target audience, young adults. I also went a little beyond this age range because teenagers are GoHealth's future market. Similarly, middle aged individuals are also eligible for the products also so it was important to be thorough with this technique.

I used this technique so that I could determine if there was a need for this website. This technique helps me to evaluate the current process of individuals eating habits and the types of things they ate. This observation technique was ongoing throughout the project. Observing peoples eating habits first hand is not a complicated task however understanding why they eat what they it is a little more complex. Individuals can often stretch the truth a little on topics such as their eating habits. This is especially true if they are particularly bad or unhealthy habits. I feel that for a general investigation into the overall condition of our societies eating habits, observation is best.

This was not a specially structured technique. I focused on collecting the information through a natural environment. Because I wanted to keep the environment natural, I chose to use a passive approach. This meant that I tried making myself unnoticeable so that I didn't interrupt the usual process. The purpose of this exercise was not to question **why** their eating habits were that way but to observe **what** they were. This helped me as a business analyst understand any resources or information that was need for the individuals to complete their meal and helped me identify needs and opportunities. "This kind of observation is an important part of the technique's variation, and is known as a Contextual Inquiry." – (Guide to the business analysis body of knowledge, 2015).

7.3.1 Observation Objectives

The objective of this technique was to understand how individuals in the age range eat meals. This study was largely based upon lunch consumption. I was trying to identify how our markets lunch consumption could be improved upon and where opportunities could be located. I wanted to assess some solutions which GoHealth could execute in their products which would optimise their sales.

7.3.2 Preparing for Observation

To prepare for this method I needed to decide who I would be observing. The way I decided as I stated above was to go a small bit outside the target audience in order to be get detailed results. I made the conscious effort to view mostly lunch time consumptions. This meant that the time I would observe would be between 12 and half 1. Usually all the stakeholders should be aware of the observation however in this case I didn't not think that was necessary because I feel that would obstruct the results.

7.3.3 Conducting the Observation Technique and the Results.

I watched what individuals purchased/ate for their meal. The majority of meals which were purchased were not overly nutritious as a whole. Some people opted for healthier version of meals for example a burrito bowl instead of a burrito however overall the meals purchased were high in carbohydrates and highly lacking vegetables and fruit. The majority of meals which were homemade were a lot more nutritious and beneficial to their health. Meals which were bought by individuals throughout the week were mostly repetitive which, depending of their choice, which has a negative effect because the diet requires variety. Continued purchases of less nutritional food left them feeling more 'sluggish' and tired throughout the day. Those who ate healthier foods were digested by their bodies faster as a whole which meant they would eat more regularly than those of who didn't. This meant that they had faster metabolisms, were less likely to be overweight and resulted in them having a healthier diet. I didn't notice too much of a difference in the value of nutrition in their snacks however and they generally chose unhealthy options such as chocolate and crisps, some did opt for smoothies which was positive.

When asked about their lunch choices, the majority answered that they were too busy to bring lunches from home and that their choices of purchasing food was, for the most part, down to cost. The people I observed said that they bought the most cost effect meal which was to their task. Generally their overall lunch cost them €5 including their drink of choice. Their beverage was almost always a fizzy drink. I noted that there was a healthier food store locally however the response to them from the people I observed was that their meals were €7.50 which was outside their budget.

Overall I concluded that budgeting issues may be why individuals chose less nutritious choices for their lunch. Timing issues may have also been the reason. GoHealth is aimed at the busy working professional so it can be seen that there is a need for this product in the market as an alternative to on the spot purchasing of lunches but also provide convince and nutrition!

7.4 Interviews

Interviewing is another technique I used to elicit information for the website design and research specific requirements. An interview is "A common technique for eliciting requirements. It involves direct communication with individuals or groups of people who are part of an initiative" – (Guide to the business analysis body of knowledge, 2015)

I conducted the interviews in a similar way to brainstorming. However, instead of planning a specific topic to be discussed I set questions which I had prepared in advance. I first approached my most involved stakeholders which is Adrienne McSherry, the founder of GoHealth. I interviewed her first to find out her requirements. Further on into the project I held a second reconfirmation interview.

I also interviewed the main supplier of GoHealth's fruit and vegetables which I think is important in order more in debt details about the products which will be sold on the website.

I documented each interview as it progressed. I decided to film the initial interview with Mrs McSherry so that I could really focus on eliciting the requirements from her instead of focusing on recording each and every point made. The other two interviews were recorded on paper (note: I will not be adding the video to this document because it makes the file too large and also because they were mainly for my own purposes).

I used Microsoft word to create the interview questionnaire and to use as a physical copy of the interview record.

The goal of my first interview was to elicit requirements from my client on what she deemed necessary and of benefit to the website based on the business need. The second interview with my client was to reconfirm some of the requirements and finalise some details about the website.

My third interview was with the fruit and vegetable supplier for GoHealth which, like I said above, was to find out more about the products raw material.

Each interview was structured as I had a predetermined set of questions for the interview and a few leading questions depending on the response form the stakeholder.

Prior to each interview I did some research on the topics which would be discussed so that I was knowledgeable about the topics being discussed and ready to provide information on such topics. I also had to make sure the interviewees were prepared by communicating with them what the purpose of the interview would be so that they were ready and the interview would be successful.

The questions were designed to collect data, find out the interviewees view on topics/requirements and discuss some proposed solutions. I kept the questions open ended to prompt the interviewee to provide a dialog answer as opposed to a yes or no response for the first interview and for the interview with the supplier. The reconfirming interview with my client had some closed ended questions as we were clarifying answers.

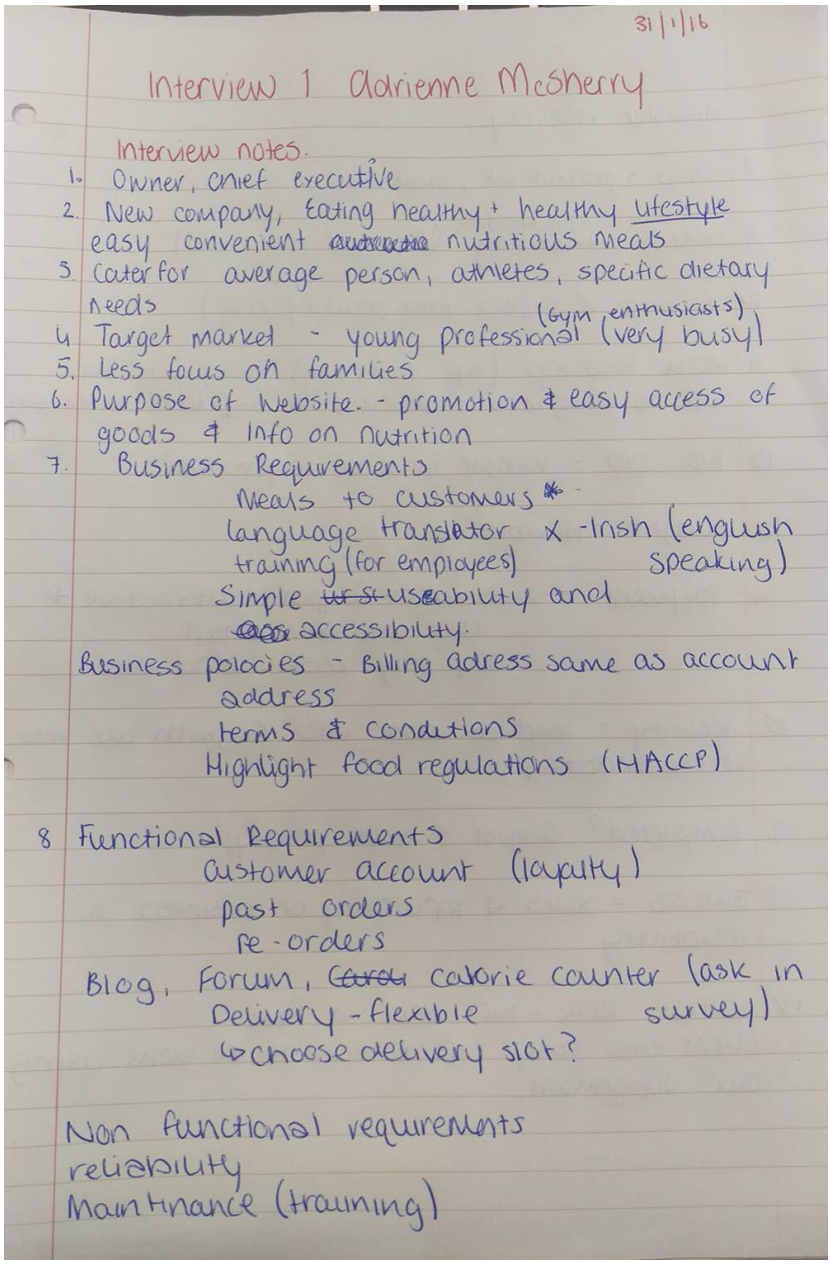
7.4.1 First Interview with Client

This interview was conducted with the CEO/owner of GoHealth, Adrienne McSherry who is the ultimate stakeholder of this website. The interview took place in a private room which I rented for this purpose at a time which suited both of us. Due to the nature of this interview, eliciting requirements for the website it was the longest of the three interviews. It was important to obtain full requirement specification from my client.

Prior, my client was informed that I would be filming the interview and that the interview would be confidential to participants who are involved in this project.

The beginning of the interview consisted of initial introductions, a description of the purpose of the interview and an explanation of how the information elicited from the interview would be used for the benefit of the project. She expressed her role to me in this project as the main decision maker and sponsor and she expressed some initial concerns which she had about the project regarding its importance to her business and how its success was crucial. Alongside filming the interview, I also noted her responses on paper so that I could reference things during the interview. A full list of the questions asked in this interview can be found at Appendix 14.3.

Displayed below are the responses which I recorded throughout the interview.



31/1/16

Interview 1 Adrienne McSherry

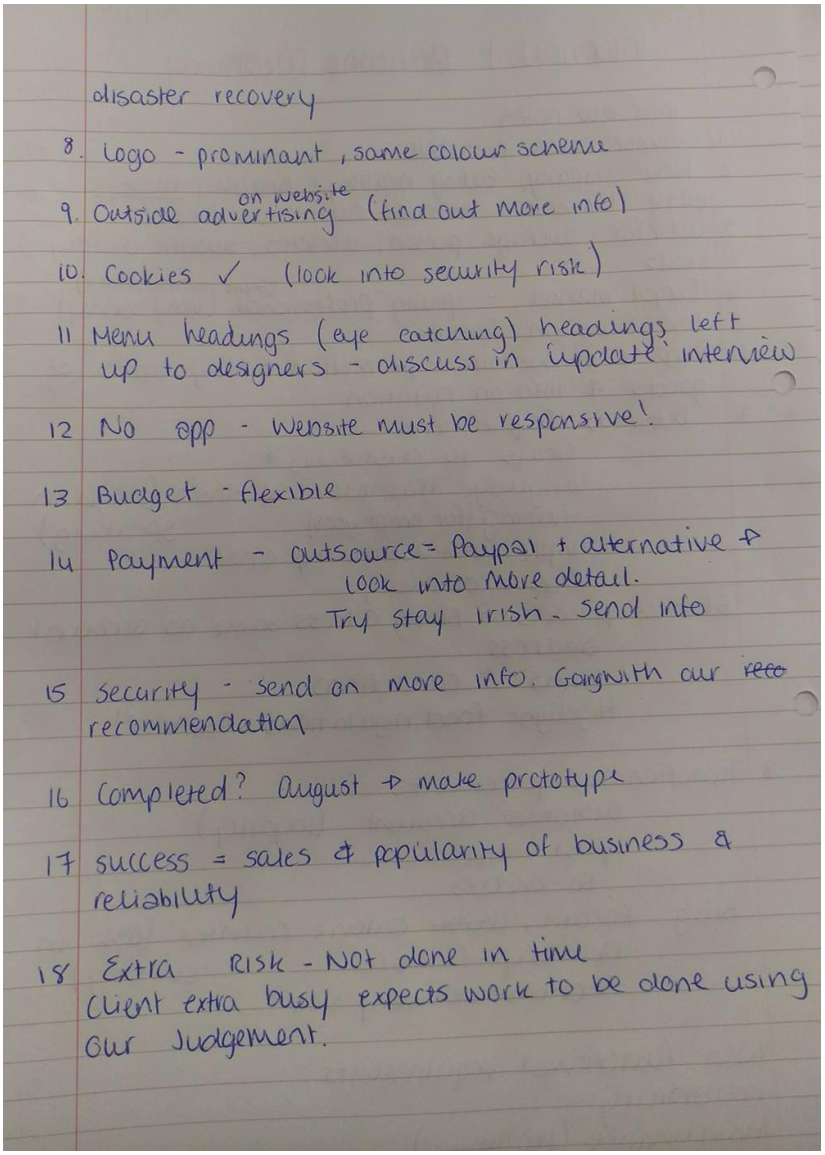
Interview notes.

1. Owner, chief executive
2. New company, Eating healthy + healthy lifestyle easy convenient ~~nutritious~~ nutritious meals
3. Cater for average person, athletes, specific dietary needs
4. Target market - young professional (gym enthusiasts) (very busy)
5. Less focus on families
6. Purpose of website. - promotion & easy access of goods & info on nutrition
7. Business Requirements
   - Meals to customers *
   - language translator x -Irish (english speaking)
   - training (for employees)
   - Simple ~~first~~ useability and ~~easy~~ accessibility.

   Business policies - Billing adress same as account address
   - terms & conditions
   - Highlight food regulations (HACCP)

8. Functional Requirements
   - Customer account (loyalty)
     - past orders
     - re-orders
   - Blog, Forum, ~~Calorie~~ calorie counter (ask in survey)
   - Delivery - flexible
     - ↳ choose delivery slot?

Non functional requirements
- reliability
- Maintnance (training)



disaster recovery

8. Logo - prominant, same colour scheme
9. Outside advertising on website (find out more info)
10. Cookies ✓ (look into security risk)
11. Menu headings (eye catching) headings left up to designers - discuss in update interview
12. No app - website must be responsive!
13. Budget - flexible
14. Payment - outsource = Paypal + alternative → look into more detail. Try stay Irish - send info
15. Security - send on more info. Go with our ~~reco~~ recommendation
16. Completed? August → make prototype
17. success = sales & popularity of business & reliability
18. Extra Risk - Not done in time Client extra busy expects work to be done using our judgement.

The questions covered in the interview included understand their overall expectation for the website, what she expected from the website and what customer interface requirements were fundamental to the design.

The interview clarified that for the owner/CEO, the website was key requirement for the success of the business. It needed to be attractive, promote the service being offered and easy to use.

The owner/CEO required that the users should be able to set up an account within the website and would be able to review their previous orders and preferences. She wanted an easy payment option for the user, potentially PayPal but was open to suggestions as to what that might be.

An option that was discussed was to have links to other Health and Wellbeing websites and articles on healthy living and also the ability to have a discussion forum for users to discuss and share ideas on health and good food.

A ‘must-have’, however, for the website was that it was easily identifiable with GoHealth, with the company logo very prominent in the website.

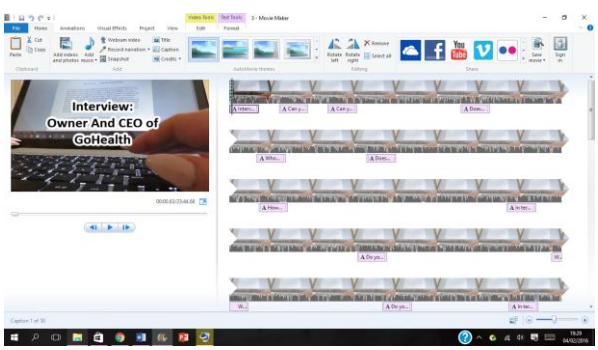
The cost and timing for the website design and launch were discussed. As this is a newly formed and developing company the owner/CEO did not want to have a significant initial outlay on the website to add to all the other company launch expenditure. The preference was not to go for the ‘bells and whistles’ option at the launch but to work with the website design over time to add enhancements as the company grew. The initial website needs to be attractive, be very much synonymous with the GoHealth brand and be easy to use.

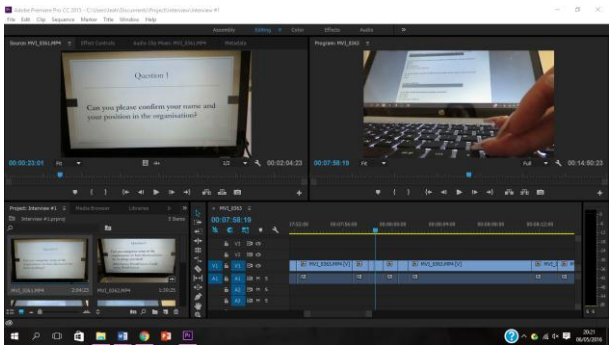
As regards timing, the owner/CEO is very pre-occupied with setting up the business and is doing a lot of travel. She requires that an initial draft of the website is provided in the reconfirmation interview for initial review and discussion. Various options need to be provided and costed. The drop-dead date for website launch must be the start of August 2016.

The GoHealth owner/CEO would like to build up a partnership with the website designer. The website is the key platform for GoHealth acting as its customer interface. As GoHealth expands its customer base from Ireland-based to a more global arena, the GoHealth owner/CEO would like that the website designer is an integral key player in facilitating that expansion. This was the initial plan and a potential for her employees to be trained on how to edit and maintain the site was discussed for current and future advances.

The interview was concluded be asking the client if there was anything we had overlooked throughout the interview to which she expressed the risk of missing the deadline once again and that her time was limited and that a lot of our communication would have to be done through email. I once again expressed how the results would be used and summarised the session. I thanks my client for her time and the interview was complete.

I recorded the interview on a canon SX60 camera and I edited it on Windows Movie Maker (left picture) initially however I did re-edit the interview using Adobe Premier Pro CC 2015 (right picture) which is a higher quality editing software.





The full set of interview questions can be found in Appendix 14.4

7.4.2 Second Interview with Client

As previously stated, the purpose of this interview was to reconfirm some requirements which were undecided upon in the previous interview. Once again this interview took place with my client Adrienne McSherry. The interview was situated in the same private room as the previous interview and the duration of the interview was set at one hour and of course took place on a date which suited both of us. This interview was manually recorded on my laptop myself as the interview was conducted. This interview was a lot shorter than the previous one and we discussed some updates on the project and a prototype was reviewed and discussed. I had sent my client a sample of the interview questions prior to the interview and some samples of the prototype which were to be potentially altered and discussed.

At the beginning of this interview introductions had already been established and there had been open lines of communication since the prior interview. The purpose of the interview was once again outlined, to establish final requirements and the final look and functionality of the website.

From this interview, the MoSCoW analysis (reference section 11.1) I provided was to her standard and we were on the same page as to what was essential to the website, what would benefit it if time and the budget persisted and what was discussed but would not be going into the website. The prototype was discussed and a small change of the heading was to be changed. She expressed that she like the menu headings for the website which was something we were unsure about in the previous interview. The essential requirement of security was discussed and she decided to go with what myself and the programmers would deem the most appropriate as she had no experience using any of the options I had sent to her so she accepted to use our best judgement. Payment options were finalised. There were to be the options of PayPal, Payment Direct to the site and the option to pay cash at the door. Cookies and promotional emails were things which were brought up also as something which my client would now like on the website also if time permitted because as I stated before time was an issue with this project as the deadline could not be missed.

I concluded the interview asking if there were any other things we needed to discuss which there wasn't and so the interview was complete.

A full list of the questions asked in this interview can be found at Appendix 14.4

7.4.3 Interview with the Supplier

'Freshness' is one of our main vegetable suppliers. The purpose of this short interview was to find out details about the products that they supply to our clients company. I wanted to conduct this interview to establish if there was particular information about her goods which I could promote on the website in order for the website to appear to customers as a higher quality website with higher quality goods. Our client had mentioned to me in our initial interview that this is more of a premium product so in order to fulfil this I needed some background information. It is also important to our client that her customer know where the goods come from and that she is helping to promote and improve the Irish economy. See Appendix 14.5 for a full list of questions asked in the interview and a summary of their response.

Prior to the interview, our supplier was informed about the purpose of this interview and why it was essential for this interview to take place in order to promote GoHealth's products. I had sent a list of the questions to the supplier a week in advance so that they could review them and be prepared for the interview. It is essential for a success full interview that all participants are prepared for it. We arranged a date and time which would suit us both for this interview. The interview took place in their facilities for their convenience. Prior to the interview I did my own research on the company so that I could educate myself on their company and so that I would be able to ask the most effective questions in the interview.

Initially in the interview, there were some introductions and the purpose of the interview was re-illiterate so that it was clear as to why it was taking place the type of information I would be eliciting from the interview. The interview was recorded manually on paper throughout the interview which I later typed up on my laptop.

Throughout the interview we discussed the background of the company. They told me that they were a family run Irish company which is something my client was proud of to be supporting the Irish economy. The individual who I interviewed was the owner of 'Freshness' so I felt the interview was successful regarding the person who was providing me with the information because they had the most knowledge of the produce. They explained that all their produce were organic which I know is one of the reasons my client chose to do business with them. I wanted them to explain a little more about how their produce were organic which they did. Meaning they used no synthetic chemicals which would hinder the nutritional value of the food. Instead, the used natural fertiliser which consisted of animal matter and vegetable matter such as compost and manure. It was important that they followed HACCP which is a legal requirement for all food safety management systems which they did. I also wanted to know how they managed to keep their produce as fresh as possible as they claim and they stated that they chilled their products in order delay respiration rate and kept them fresh for longer. This technique was also used in their delivery process, using chilled trucks to deliver the goods. They also wanted to add that they had a high quality control process and goods which weren't to their standard were not sold.

7.5 Surveys/Questionnaires

In order to elicit requirements from potential user, I used surveys / questionnaires. I feel like this technique is more appropriate for our potential market as they are very busy and will not have the time for a sit down interview. I used Google forms in order to create the survey and it was created based on answers I had received in the interviews from my stakeholders and from the brainstorming session. Some questions were multiple choice, the ones that are not were short and focused in order to get good quality results.

I used rating scale questions throughout my survey so that I could compare sets of variables. These types of scales also allow for them to be easily presented in a chart or graph so that they can be read easier.

I ensured that the questions weren't swayed in favour of a particular answer when directing them at potential customers in order to get the most honest answer and so that they would not lead towards to what the stakeholders required, i.e. 'not lead the witness'. This helped to avoid misleading results and avoid potential failures in the project. I created an online survey which I could also print out so that I could get result from people in person. I pre-tested the online survey in order to make sure it worked efficiently and that the results would be recorded correctly.

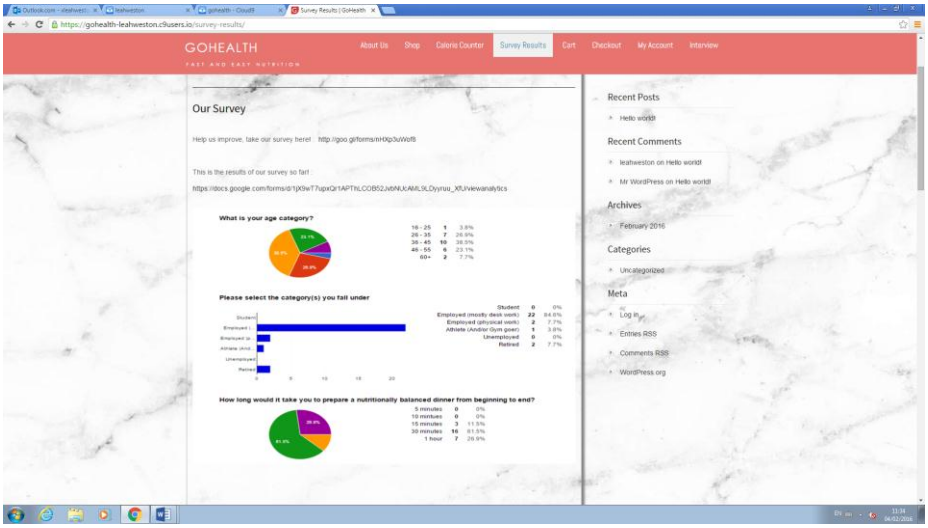
7.5.1 Test Survey

In order to be fully confident in the survey I was utilising, I created a test survey. In recognition that the potential clientele of the web site are already busy people, the survey was designed to gain as much information as possible but balanced with being quick and easy to complete.

There are a total of 26 questions; most of the questions were multiple choice where the user just has to select 1 answer. Also included are a few questions where the user can select preferences. In addition, there are 5 opportunities for the user to add additional comment and explain their answers. This allows for maximum engagement by the user and allows for a better understand of their preferences and needs.

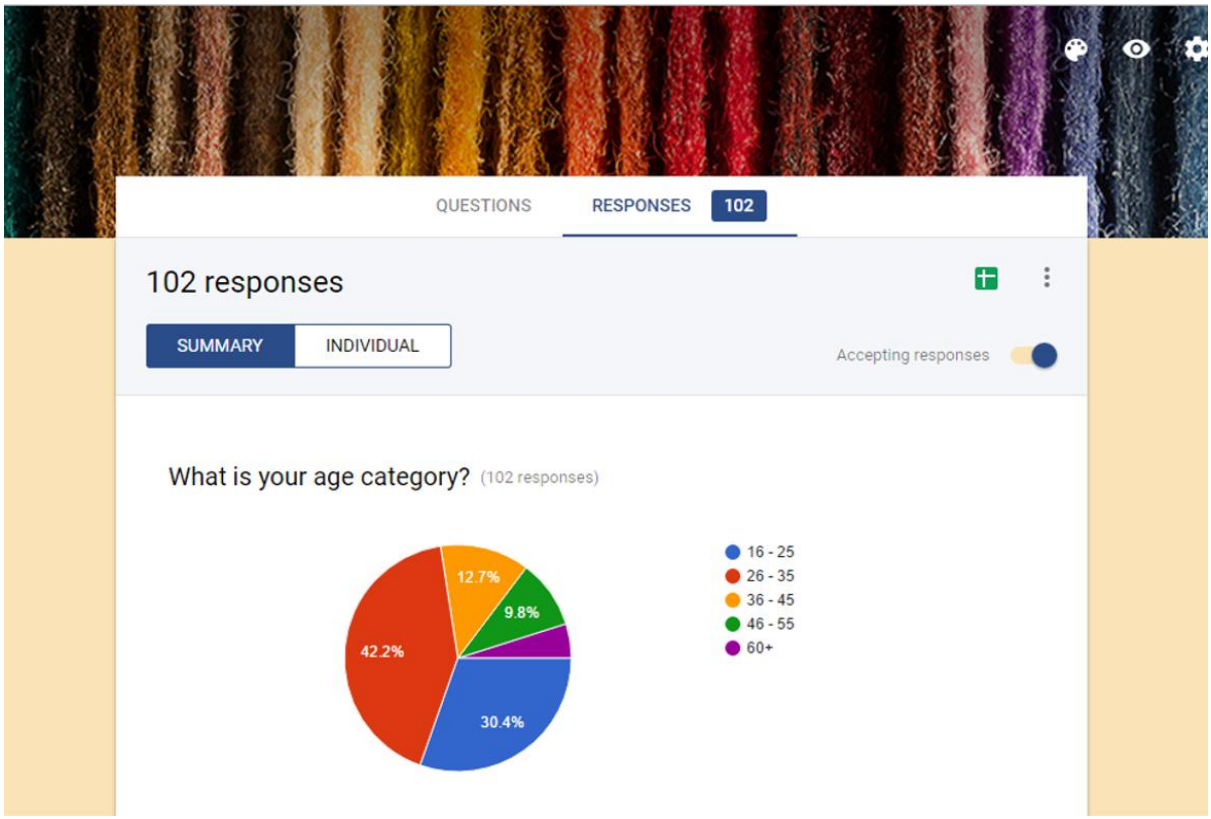
The survey was uploaded onto Google Drive and is powered by Google Forms. I got 29 responses for this test survey to which I analysed the types of responses I was getting so that alterations could be made to the final survey which was to be created.

This is a snapshot of the puliminary results on the protoype of the website.



This is the link to the Test Survey - https://docs.google.com/forms/d/1jX9wT7upxQr1APThLCOB52JvbNUcAML9LDyyruu_XfU/viewform?usp=send_form

7.5.2 Final Survey



The survey was targeted at professional people who fully understand the benefits of a health well-balanced diet and are prepared to pay for convenience. To this end the survey was circulated to approximately 100 professionals (In the high technology pharmaceutical company, Pfizer) and students, which fairly represent the target clientele for GoHealth to solicit feedback on their requirements for the website.

From the Test Survey I did make a few changes. I felt there were too many questions (26) which I could see from executing the survey was taking too much time per person. I decided to cut back on some of the questions and I managed to get it back to 19 questions as opposed to 26 in the Test Survey. I re-worded some of the questions also to make them a little clearer and to elicit as much information as possible from every question.

The survey will be left open for the duration of the project to allow the opportunity for maximum engagement. Further surveys may also be generated to maximise capturing feedback from potential customers.

The data from the survey was analysed and used to formulate the website. A full visual data analysis of the output of the final survey will be represented in 14.7 using histograms and pie charts.

Customer age and occupation

The majority of the people surveyed were in our target market age range. Of course all ages are eligible to purchase these products because nutrition effects all ages however our target market as I said before is working professional or gym enthusiasts. As seen in the graphs in 17.6 only 15 people out of the 102 people surveyed were outside of the range we were hoping for. I made the decision not to include a question on gender because after speaking with my client, this question was irrelevant because all meals would be unisex and the look of the website was also aimed at both females and males so I felt this question would just clutter up the survey. The nature of this product is to improve a person's day to day efficiency through nutrition and improving their health. It was also for people who had an interest in athletics, exercise, the gym etc. so it was important that I had a good understanding of what each person in our age rang did. There was the option of selection multiple categories in this section because the participant may fall under several heading.

The majority (57.4%) of people were employed and their job consisted of mostly nonphysical work. 33.7% of the participants were students, some of these students were also part of the 'employed (mostly desk work)' category also keep in mind which I found when going through each survey individually. This highlight the fact that although their lives may not be overly physically challenging, it is very busy and intellectually challenging and it is important that their minds and being fed correctly in order for them to be successful and not run down.

Customer Profile

28 people surveyed said that they were 'athletes' or particularly into exercise and the gym. Usually people who are conscious about the benefits of exercising on the body and the mind are also conscious about nutrition. That's not to say people who don't, aren't however it just outlines that about of a third of the people who took this survey were actively trying to improve their health through exercise.

It is very important for me to understand who the people were who took my survey for the remaining answers. Looking through each survey individually, it was split roughly 50/50 of students and employed (mostly desk work) people and very little from the other categories. The other categories consisted of employed (mostly physical work), unemployed and retired. These categories are still very important to the website, the retired category being the least likely to buy from the site however there may be opportunities for them in later versions of the website.

Meal preference and preparation

For this website it was important for me to understand how much time the respondents spend making a meal which they deem to be 'nutritionally balanced'. Of course people will have different interpretations on what a nutritionally balanced meal would be but I wanted to keep that question open to this in order for them to get their minds thinking about it which would benefit the rest of the survey. What I assumed they would consider it to be was meat and 2/3 veg. Almost half (48.5%) of the participants said it could take them up to an hour which is a long time for 'the working professional' after a long day. 37.6% said it would take the a half an hour which wouldn't be too staining and was the option which I thought would have the majority vote. The remaining results were an hour and above or 15mins, which in 15 minutes I definitely couldn't make meat and 3 veg even if I had Jamie Oliver to help.

Healthy attitude

The next question was 'Does nutrition noticeably improve a person's work performance'. This question many seem a little pointless to some, howeve,r there was a purpose for it. I assumed when publishing this question that the majority of people are going to agree with this statement. However, I wanted to see how strongly the believed or disbelieved this question so the response to this was based on a scale from 'strongly agree' to 'strongly disagree'. 42% of people agreed and 47% of people strongly agreed.

The people who picked 'strongly agree' I will assume in general have a strong knowledge about the benefits of nutrition while the people who chose 'agree' I assume are less active about getting good nutrition so that they can be at the prime of their health.

This is important for me as the business analyst to know about the people being survey so that I can see if there is a market for the product and that people just aren't educated enough about the benefits or if people are aware and just choose not to make those diet choices. People may be aware but may just not have the time to prepare nutritional meals also which is key to this project.

Shopping habits

I asked 3 questions about their grocery shopping habits in order to find out if this audience would be open to purchasing food online which is critical for the success of this website and Mrs McSherry's whole business plan.

The majority of people did their shopping once a week at 62.2% of people. 28.6% of people did so at least every couple of days. This is slightly negative results for GoHealth because the meals would need to be purchased every couple of days for fresh meals to stay fresh. Nearly a third of people would continue on with the same shopping habits but of course breakfast foods, snacks and kitchen essentials would still need to be purchased at the shop.

84 people out of the 102 who took the survey said that they never or rarely do their shopping online which once again is bad news for GoHealth. However, I also asked them for the reasoning behind this answer. The majority of the answers were because people liked to pick the freshness of the goods themselves, that they shopped in Lidl, or a supermarket which did not sell their goods online or because they liked to shop around for deals or browse. These reasons would not stop people from shopping on GoHealth so this is actually a positive result for the project.

Why GoHealth

I asked the participants which out of a set of criteria would make them likely to shop on GoHealth's website. The criteria consisted of;

- A clear product descriptor (31.4%)
- The picture of the product (44.1%)
- Fast delivery (14.7%)
- Cheap delivery (39.2%)
- Flexible delivery times (16.7%)
- The nutritional value of the food (46.1%)
- Special dietary meals (example; vegan, vegetarian, celeriac ect) (19.6%)
- The sites ease of use (24.5%)
- The flavour of the food (52%)
- Recommendations from friends and family (54.9%)

I decided not to put and restrictions on the amount of options they could pick because I wanted to see which were most important to the group as a whole and not based upon their top 3. I didn't want an option not to be picked because there was a restriction. I feel that would change the results negatively because not all possible reason why the user may use the site would have been selected.

The leader of why the participants would use the site was if it was recommended by a family or friend, closely followed by the flavour of food and the third favourite was the nutritional value of the food. Upon looking into each person responses individually the majority of people did only select three which the odd couple selecting four. The nutritional value and taste of the food of course are high objectives which GoHealth try to excel in.

Dietary needs

13.7% of people had special dietary needs which GoHealth will be looking to cater for. These consisted of vegetarians, polo vegetarians, vegans, Celica's, nut and mushroom allergies, high fibre diets and weight loss diets. These are all things which GoHealth have created meals for.

Web navigating

75.5% of the people surveyed considered themselves to be good or advanced at navigating through a website which is a good number. The website will be designed to be as easy to use as possible so there should be no problems with that.

App

52 people said they were more likely to use the site if it was in the form of an App which is something GoHealth are looking into in the future however the website will be responsive which means that it will alter itself to fit a phone or IPad easily meaning this shouldn't affect those users.

Payment preferences

The majority of people did prefer to use PayPal as their preferred method of payment which is something which will be on the website. Paying by cash at the door came in second which isn't something the stakeholders of GoHealth want to incorporate however it is something they could incorporate in the future.

Free-range/organic ingredients

As a whole people did prefer free range or organic food which is also something GoHealth use as raw materials also because they are the friendliest to the environment and do not contain any nasty chemicals which impact our health negatively.

On-line shopping

I asked the participants what is one thing they would change about other online food website or apps and the majority of responses was that they never use them. Other responses consisted of that they preferred to pick their fruit and veg, that they could not see expiry dates, that the delivery costs were too high, that there was a lot of writing and that there was poor pictures of the products. These are all things which GoHealth have considered in their website and due to the nature of the service they are not something which would affect our customers shopping experience.

Communication and Loyalty

50.5% of the people surveyed preferred to receive notifications of companies through email which is GoHealth chosen method of promotional communication.

101 people out of 102 said they were more likely to stay loyal to GoHealth it there was a loyalty system in place which is something we will definitely be looking at incorporating because we do see it as important to reward customers for their continued support.

Extra features

A calorie counter was the top 'extra' for the website with a nutritional blog coming in second and a private food diary in third. We would like to add a little bonus like this for our user because it will help them become more interactive with the page and create a sense of community. A nutritional blog would be something that I feel would hugely benefit our customers also so it is something we will incorporate in time and funds allow.

This is the link to the full survey – https://docs.google.com/forms/d/1_PCULFgXGvA5f2g1zNgDS5939u-F2L5fM5lhEePJWok/viewform

All results of the survey can be found in Appendix 14.7.

8.0 Business Requirements

Following on from the requirements elucidation activities, the outputs from these were formulated into a business requirements plan.

“Business requirements are the critical activities of an enterprise that must be performed to meet the organizational objective(s) while remaining solution independent” - (Isixsigma.com, 2016). These include:

- Branding and logo on the site
- Employee training
- Training on maintenance for employees
- Billing address the same as account address

9.0 Functional Requirements

Functional requirements are requirements which specify something the system should do.

For example Display name, total size, add customer, authorization levels, Historical data, Business rules, transaction corrections, adjustments and cancelations, reporting requirements, legal or regulatory requirements or print receipt.

- Requirements or print receipt.
- Display Products (categorised)
- Display info on the products
- Customer log in
- Display images of products
- Cancel order
- ‘Contact us’ information
- Delivery options
- Direct payment to site
- Clear terms and conditions displayed
- Calorie Counter
- Nutritional information
- Health and safety regulations
- Cookies
- Nutritional Blog
- See past orders
- Discount coupons available
- PayPal

- Outsider advertising platform
- Language translator
- Promotional emails
- Promotional texts
- Discussion forum
- Highlight food regulations
- ‘Reorder’ past orders
- Family meals
- An App
- Promotional mail
- Open chat room
- Private food diary
- Children’s Meals

10.0 Non-Functional Requirements

Non-functional requirements describe how the system works, while functional requirements describe what the system should do.

Some examples include performance (response time, throughput, utilization), reliability, maintenance, security (which I expanded into a separate question in the interview), manageability, data integrity, backup and recovery and so on.

- Security (payment and site)
- Accessibility & usability simple
- Reliability important (keep downtime to a minimum)
- Website maintenance
- Disaster recovery
- Admin authority over authority levels

11.0 Requirement Analysis

11.1 MoSCoW Analysis

MoSCoW is a very common technique amongst business analysists for prioritising requirements. Using this technique it allows Mrs McSherry and I to come to a common understanding on the relative importance to be placed on each requirement. The client and I categorised them using our knowledge and experience. In this analysis I categorised the requirements into four categories;

1. MUST have this requirement
2. SHOULD have this requirement
3. COULD have this requirement
4. WON'T have this requirement

The 'Must' Requirements are as they claim, they are an absolute must for the project and there is no negotiation around this. They are essential for the project to be successful. The 'Should' requirements are high priority in the project and should be implemented were possible however sometimes they are fulfilled in different ways. The 'Could' requirements are requirements which would add value to the project and are nice to have but only if resources are available for them. They are not essential and are only implemented if the budget and time allow. The 'Won't' requirements are requirements which will not be implemented in the project. These requirements are still important to highlight because they may be implemented at a later stage. It is important to acknowledge that these requirements were discussed and may be brought forward for later versions of the project. This is a simple and visually clear way of prioritising requirements.

In order to categorise these requirements we used time boxing and budgeting prioritisation. My client and I prioritised the requirements based on the amount of work that the requirement would take to accomplish in a set period of time. We also based our prioritisation upon the budget my client was willing to spend. Her budget was flexible to the things which she felt would really benefit the website. This approach is usually used when there is a fixed deadline like in a project like this.

MoSCoW analysis for GoHealth

Must Haves	Should Haves
Branding and logo on the site Customer Log in Display Products (categorised) Display info on the products Security (payment and site) Employee training Accessibility & usability simple 'Contact us' information Display images of products Delivery options Cancel order Direct payment to site Clear terms and conditions displayed Training on maintenance for employees Admin authority over authority levels	Calorie Counter Nutritional information Health and safety regulations Cookies Nutritional Blog See past orders Discount coupons available PayPal Billing address the same as account address Reliability Website maintenance Disaster Recovery Payment by cash at the door
Could Haves	**Would Haves**
Outsider advertising platform Language translator Promotional emails Promotional texts Discussion forum Highlight food regulations 'Reorder' past orders	Family meals An App Promotional mail Open chat room Private food diary Children's Meals

11.2 IEEE Template

Based on all of the research and output from the elucidating techniques a User Requirements Specification (URS) was compiled. This document summarizes all the requirements the client wants and forms the basis for the website design.

The User Requirements Specification document was based on a good Software Requirements Specification (SRS) template recommended by IEEE (Institute of Electrical and Electronic Engineers Inc.), IEEE Standard 830-1998. The main elements of the URS are outlined below with the template customised for the design requirements for the GoHealth website:

11.2.1 URS for GoHealth

11.2.1.1 Introduction

This is the User Specification Requirements (URS) for the creation of the GoHealth website.

11.2.1.2 Purpose

The purpose of this document is to describe the user requirements for the design of a healthy meal fast food website.

The website has to be user-friendly, permute healthy leaving and allow for the purchase of healthy meals to be delivered to the customers' preferred location.

11.2.1.3 Scope

The scope of this document is to outline the User Requirements specification (URS) for health food website GoHealth.

The URS will be confined to the features required to be incorporated in to the website.

Details of the software applications required to create the website are out of scope.

11.2.1.4 Definitions / Acronyms and Abbreviations

URS: User Requirements Specification

SRS: Software Requirements Specification

11.2.1.5 Requirements

5.1 functional Requirements

5.2 Non-functional Requirements

11.2.1.6 References

IEEE SRS template

11.2.1.7 Document Control

Revision History

Date	*Version*	*Scope of Activity*	*Prepared*	*Reviewed*	*Approved*
14/10/2005	*1*	*Create*	*AB*	*X*	*X*
21/10/2005	*2*	*Update*	*CD*		

11.1.1.8 Distribution List

Name	*Title*	*Version*
Eamon Nolan	*Lecturer*	
Ron Eliot	*Supervisor*	

11.2.1.9 Related Documents

Title	*Comments*
Title of Use Case Model	
Title of Use Case Description	

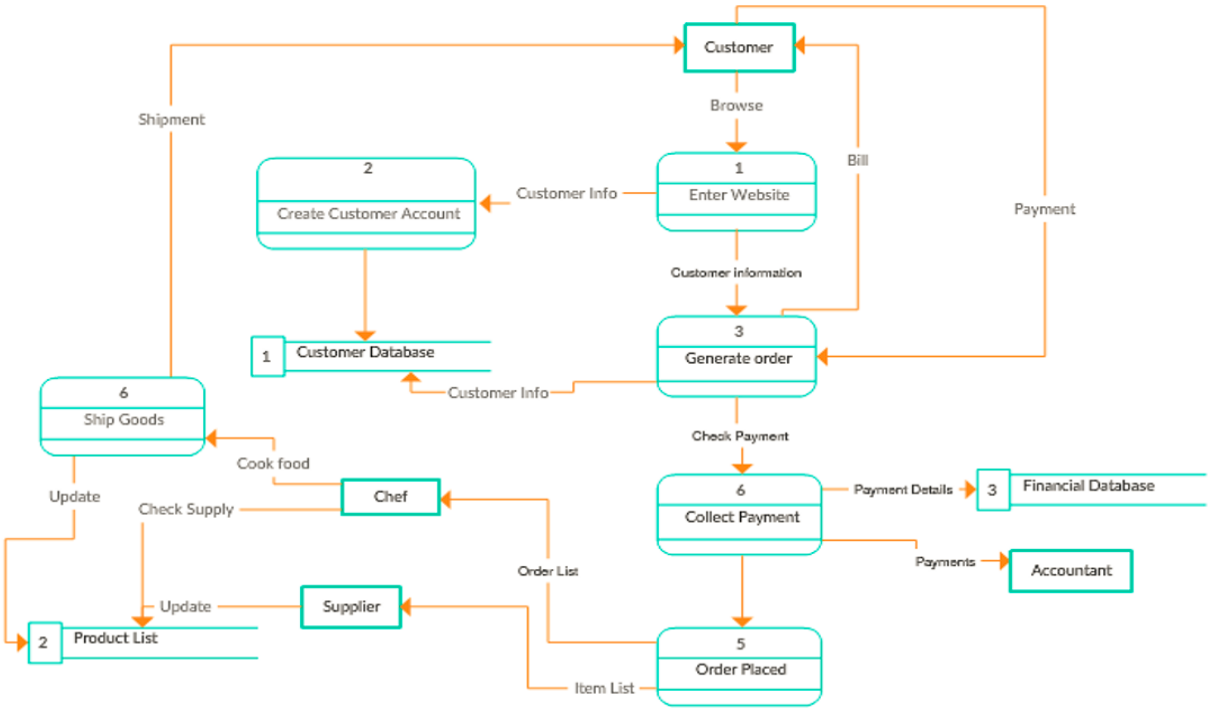
The complete URS is documented in Appendix 14.2.

12.0 Website Design

12.1 Process Flow Diagram

Based on the research and analysis data generated from the various data elucidation techniques a process flow diagram was generated to outline how the website was to function:

GoHealth's Process Flow Diagram

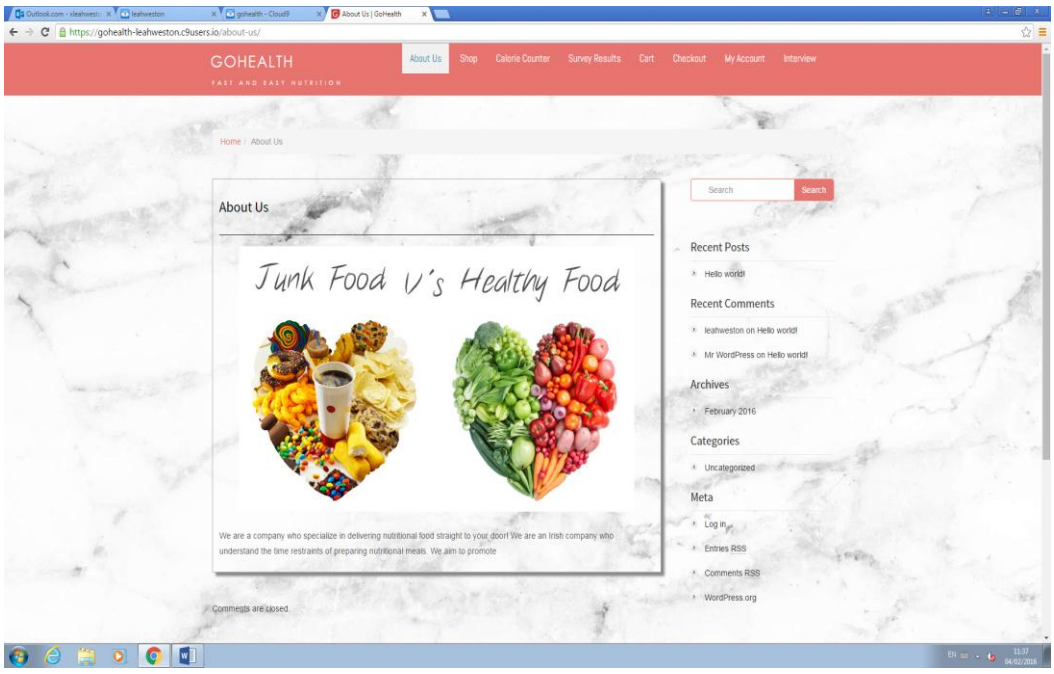


A potential customer enters the website to browse (1). If he/she decides to further engage with the website he/she creates a customer Account (2). If the customer has already registered with the website they can enter the website via the Customer database by entering their user name and password (1). The customer can then make a selection from the product list (2) and order a meal (3). The website sends a message back to GoHealth head-quarters to generate the meal (5) and ship the meal to the customer location (6). Payment is extracted via a link payment application (6). The shipping of the goods also triggers an inventory management update so that material inventories can be adjusted and replenishments ordered.

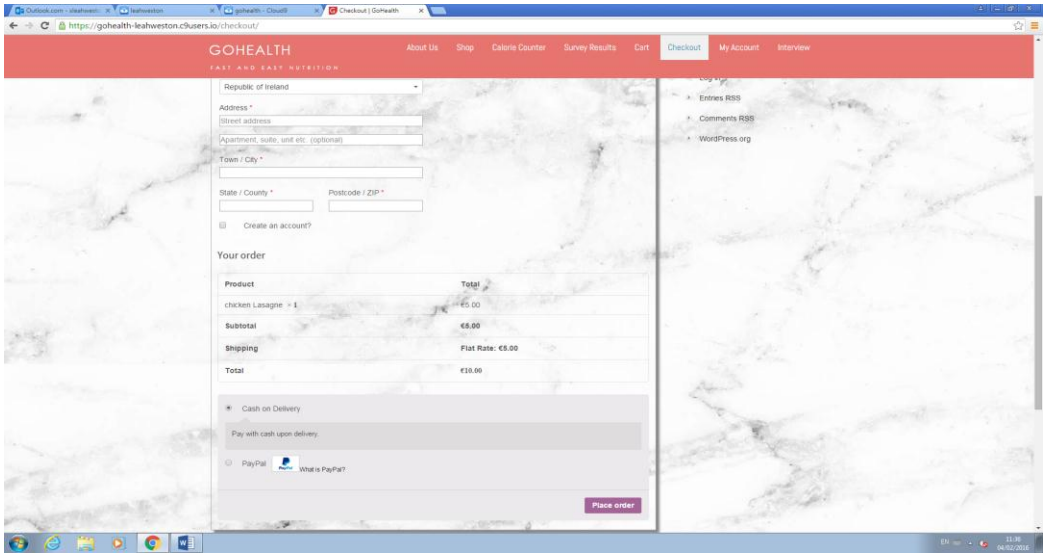
12.2 Prototype

Phase 1: Initial Prototype

The initial prototype design is being been developed to include the different meal options available and a customer interface to allow the user to order the meals. The customer interface requires the user to give their personal details, (name, address, etc.) and their contact details (phone number, email, address, etc.). The user must specify the location that they want the meal delivered to and the date and time range that it must be delivered at. To build the website I used a Cloud 9 database and wordpress.org software.



There is also a payment section that requires input of credit card details. I have also added a PayPal option which was discussed in the interview.



Phase 2: Final Prototype

I used the prototyping technique because I wanted my client to have a clear visual of the requirements she was asking for. This technique helped me to elicit and validate her needs "through an iterative process that creates a model or design of requirements. It is also used to optimize user experience, to validate design options, and as a basis for development of the final business solutions." - (A Guide to the Business Analysis Body of Knowledge, 2015)

A prototype is an early model of the final results. It can help identify missing or improperly specified requirements and unsupported expectations by showing the client what the product will look like and how it will act in the early stages.

The prototype I built can be seen above.

The prototype was built using the MoSCoW analysis (reference section 11.1) and the URS (reference appendix 14.2). Apart from wanting my client to have a great visual of her website, I also wanted her to be able to see some of the functionality that she requested. I used this prototype to show my client how something operated, for example, she couldn't quite understand the concept of 'cookies' so I implemented them into the prototype for her to understand their purpose.

The prototype shows the extent at which the products are described, which can be hard to visualise without a prototype. It allowed my client to make changes to her requirements through trial and error instead of having a finished product altered which can be costly as well as time wasteful.

Some things I included in the prototype;

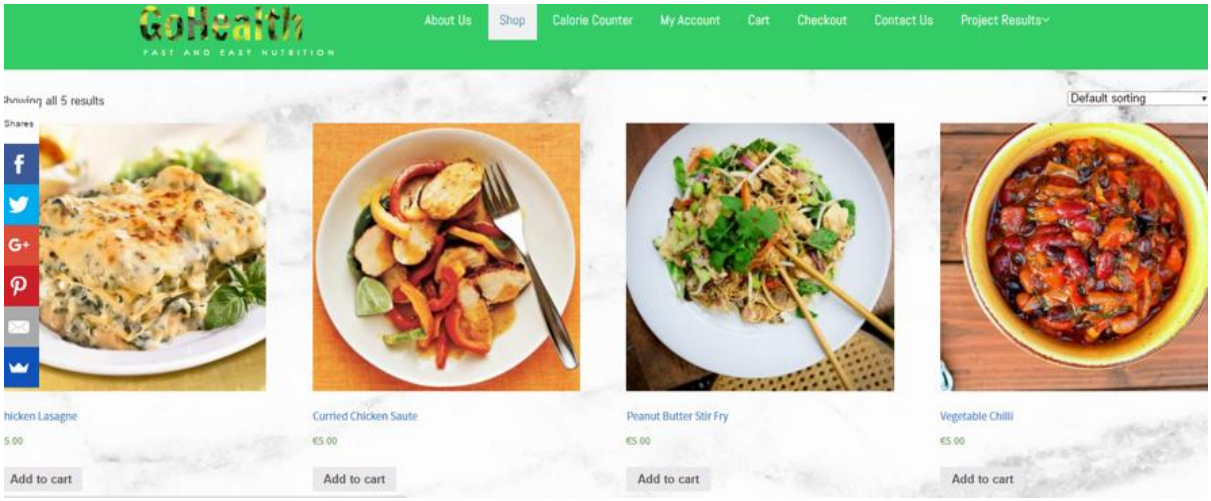
- HACCP declaration (Hazard analysis and critical control points)
- Clear terms and conditions
- Displayed the products as well as their nutritional labels
- Displayed were the produce come from
- Displayed the logo on the page and also on the google tab
- SEO (search engine optimization)
- Cookies
- Calorie counter
- Customer account
- PayPal
- Payment of cash at the door
- Payment direct to the website
- Nutritional blog
- Comment page for interaction
- Discount code ability
- Contact forms
- Pop up email subscription
- Social media booster
- 99.9% uptime

- As well as the requirements from the MosCoW Analysis.

To host the prototype I use Cloud 9. Cloud 9 is a service provider who provided me with the technologies and servers so that my prototype can be stored. I used WordPress as my chosen creation tool in order to design the website. There are two types of WordPress websites. The first type is wordpress.com and the second is wordpress.org. The simplest way to explain the difference between the two is that wordpress.com is like renting a house and wordpress.org is like owning a house.

So instead of not being able to breakdown walls and design things exactly to my liking (wordpress.com), I chose wordpress.org so that way I could have overall control of the website. This meant that WordPress could not advertise on my website or do anything on my website for that matter, however that meant I have a lot more responsibilities like maintenance and security.

I integrated the project website displaying project results with the prototype. More screenshots of the website can be found at Appendix 14.8



13.0 Literature Review

13.1 Adult Nutrition

GoHealth is a company which is aimed at young to middle aged adults so it is important to understand adult nutrition and how it can impact upon individuals. "Nutrition describes the processes by which all of the food a person eats are taken in and the nutrients that the body needs are absorbed. Good nutrition can help prevent disease and promote health."- (Diet.com, 2016).

This is a general statement which describes how nutrition is processed and some benefits. The article then goes into more detail about nutrition for adults. It is most essential for children and teenagers to get the nutrients they need because it will affect their growth and development and also their health as adults. It is important to understand that adult nutrition is also significant to one's health but the two have different requirements. Children and adults will require different levels of nutrients which is crucial to know because an imbalance of nutrition or to continue eating a child's diet into adulthood can cause health issues. There is huge discussions around the way we eat as a society, discussed below (reference section 16.2). This topic is a worldwide issue as we seem to be abusing the fast convenient way we can access food. Over eating and eating the wrong types of food is something we struggle to resist. "Good nutrition can help prevent weight gain by focusing on consuming calories that are high in nutrients, not in sugars and fat." – (Diet.com, 2016).

Weight gain and high sugar and fat diets can result in many health risks and diseases such as high blood pressure, high cholesterol, coronary heart disease, diabetes, cardiovascular disease, osteoporosis and certain types of cancer which can inevitable lead to death. Being overweight doesn't necessarily mean that an individual is getting enough nutrients either. In most cases they are actually malnourished and experience health problems associated which a deficiency in nutrients. These diets are usually far exceeding the recommended dietary allowance of calories and by and individual not active enough to burn them off resulting in weight gain.

Adults must be aware of their diets and its effects. If someone is finding that their blood pressure is high, they must reduce salt in their diet and certain fats. This will reduce their overall weight also lowering their blood pressure. If an individual has high cholesterol then a high fibre, low saturated fats diet will keep their cholesterol at bay.

Some adults may have pre-existing diseases which weren't caused from a lack or imbalance of nutrition. Type two diabetes in adults can be as a result genetics or just your body malfunctioning (It can also be from dietary reasons). Someone with Type two diabetes will need to have a strict diet and will need to control their portions, eat regularly and eat nutrient-rich foods. Individuals with anaemia, which a deficiency of iron in their diet will need more iron enriched foods like dark green leafy vegetables (spinach), nuts and wholegrains.

GoHealth is a company who identify with the fact that people need different requirements and aim to satisfy as many as they can, producing meals which are portion sized correctly and contain the highest nutrient food possible while still being tasty. It is an organisation who understand that as adults we can live busy lives and a badly balanced diet can make life harder and hinder our daily tasks. Nutrition is a significant aspect from childhood to teenagers to adults to elderly from growth, activeness, pregnancy, sedentary, recovery to and overall quality of life. Adults should follow the recommended dietary allowances set by Food Safety Authority Ireland. Of course these are just guidelines and should be altered to a person's personal needs (not wants).

Some nutrients of concern for adults in a sense that we in general do not get enough of them are calcium (a diet deficient in this can cause osteoporosis), potassium, fibre, magnesium, vitamin B12 (recommended a higher dietary allowance for adults over 50, often needs supplementing), iron, folic acid and vitamin D. Drinking lots of fluid is also a highly regarded dietary need. Often in our society, fluids are consumed through high sugary drinks (fizzy drinks and fruit juices) and alcoholic beverages. These beverages are often consumed in high volumes and humble water is often disregarded as an unappetising drink however it is essential to drink at least two litres of water a day as well as a balanced diet.

GoHealth do focus on having 'special diet' meals (as well as normal nutritional meals) like 'bulking up' meals, vegetarian meals, vegan meals, gluten free meals ect. Meals aimed at athletes will need to be higher in carbohydrates for energy. They need to be good carbohydrates sourced from whole grains and fruits not from refined foods.

Vegetarian meals will need to be rich in protein, iron and other vitamins which would usually be received through meat. A proper serving level of these foods rich in protein and iron (nuts, seeds, beans, eggs) needs to be established to fulfil their requirements. Vegas will follow a similar pattern however their options are again limited even smaller however will have a good general health because their diets are mainly plant based.

A lot of food found in our grocery stores are processed. These processes can result in the loss of nutrients in the food. All white carbohydrates are processed to the point where they have very little nutritional value other than calories and high amounts starch. GoHealth sources the ingredients for their meals in Ireland and straight from the farm to avoid this loss of nutrients and to ensure they're as fresh as possible. The article refers back to the food pyramid a lot for suggestions on weight loss and calorie management. It discusses that it is all about having a balance between calories eaten vs. the amount of calories burned off by that person. It also discusses how portion sizes are important can help too as well as physical activity. "Research has shown that subtracting just 100 calories a day from the diet can help manage weight, and eating 500 fewer calories a day can result in losing one pound per week in weight." – (Diet.com, 2016). Of course each individual is different, however.

Some people may need supplements in their diet in order to get their necessary nutrients. It is always better where possible to get your nutrients from food not nutrients or supplements because sometimes supplements can lead to an excess of nutrients which on the flip side can cause serious health problems. People who are ill, women who are pregnant or breastfeeding should never change their diets without a health care professional's advice and supervision.

13.2 Ireland Healthy Survey 2015

During my research into the background of nutrition, I looked into many survey-type reports done specifically looking into the Irish diet and our eating habits. One that stood out to me was the Healthy Irish survey conducted from November 2014 to August 2015. It was an interview-administered survey meaning that each survey was conducted in an interview environment, face-to-face. The individuals involved were aged 15 years old and over. The results of these surveys were as a result of 7,539 surveys being conducted. The respondents of this survey were asked questions on their fruit and veg consumption, the amount of snack foods they ate, their sugary drink consumption, their salt consumption, their cooking habits, their breakfast habits and other related questions.

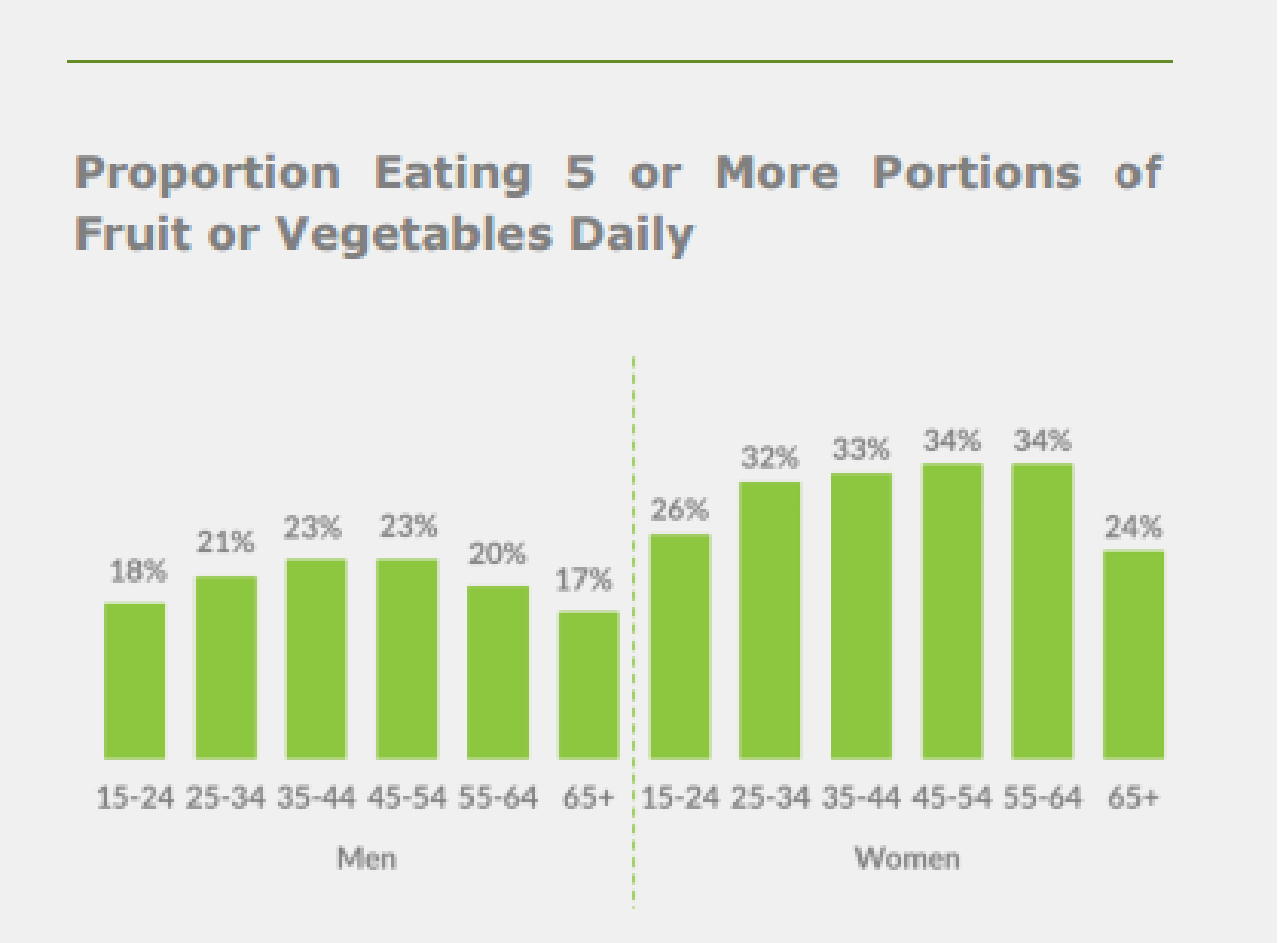
The respondent's general eating behaviour was surprisingly quite good. I say surprisingly because around that time there was huge discussion around obesity levels. According to the survey over half (53%) of the people surveyed said they cook their meals using only fresh ingredients and from scratch using raw ingredients "most of the time". Another 42% (4 in every 10 people) said they cook and eat fresh ingredients also as well as packets/jars of ingredients/sauces "most of the time".

According to that, a whopping 95% of the Irish population surveyed used fresh ingredients when cooking with an added jarred/packet good. That is an extremely large percentage which makes me wonder how much the age range varied from 15 years only and above. Or maybe Irelands eating habits have changed since the discussion around our obesity arose. Either way, according to this survey Irelands eating habits are very good. 1% of people surveyed got takeaways frequently. Although according to the Independent Irish teens are becoming Irelands 'takeaway generation'. They stated "An alarming number of young people are turning to take-aways and ready meals for a quick and easy dinner, a new report has found." And also went on to say "As well as gorging on take-away meals at home, 50pc of the same age group reported eating at fast food restaurants at least once every week."- (Independent.ie, 2016). This would have been more of my perception of the Irish diet from my overall findings however it was interesting to compare this against findings as good as these.

The survey goes into more detail and categorises the group explaining that 15-24 year old were "much less likely to cook from scratch using raw ingredients most of the time". This category was between 32% (men) - 34% (women) likely to cook from scratch which I feel is a more accurate result. It is clear that 'young adults' are less likely to eat meals freshly prepared which is assuring for this project because GoHealth's target market is the young working adult meaning that there is a niche in the market here. Respondents who were 65+ years were between 71% (men) – 79% (women) in this category which is a very positive result and across the whole of the age groups 9 in 10 participants cooked from scratch using raw ingredients only or combining these with packet/jars of ingredients/sauces.

The survey goes into more geographical detail explaining that less deprived areas are less likely to cook from scratch or with raw ingredients, but only by 7%. The most and least deprived areas where compared for this. 7% isn't too much of a margin however this will depend of if the participants were equally in more and less deprived areas, which is not stated.

There is a separate section for fruit and vegetables in the survey which is more so relevant to this project. 3 out of 4 people reported eating fruit and vegetables on a daily basis which is a good but vague results as that could be one grape a day the person in consuming according to the question. The survey displays a more detailed bar chart regarding if those people were getting their 5 a day and these were the results



Graph taken from (MRBI, 2015)

It is clear that females are more likely to get their 5 a day of fruit and vegetables. The world health organisation recommends that we consume AT LEAST 5 portions of fruit and vegetables a day and these results mean that only 1 in 4 are following this. I feel that this is a slight contradiction from the previous results that the same people surveyed, 75% of them cooked from scratch or using fresh ingredients with added packaged ingredients/sauces because of the fact that if one were cooking from scratch, I feel more fruit and vegetables would be used. As a whole I can assume people who cook from scratch are more health conscious resulting in them consuming more fruit and vegetables however they may be other factors involved which are not mentioned. The consumptions of fruit and vegetables is also slightly lower in younger people (7% less in people aged 35 – 15) and also lower more deprived areas by 9%.

Also interestingly enough those with a higher education are more likely to eat 5 portions of fruit and vegetables a day which I supposed is linked to higher social classes more likely to do so also. The survey then goes into quite a lot of detail about snacks and sugar-sweetened drink consumption which isn't too relevant for this project as we will not be supplying any alternatives. It could be relevant for overall health which I have already discussed above. With regards to snacks that is something GoHealth could look at introducing at a later date.

Something which stood out to me in the results were that people who were overweight ate a similar amount of snacks to those of a normal weight. Going as far to find that the portion size of a snack for someone who is overweight is smaller than that of a person with a normal weight. This leads me to believe that it is the choice in consumption of meals which are a major factor in a person weight and health and not so much snacks. This strengthens the business plan for GoHealth which is important to me as a business analyst because it increases likeliness of the overall success of this project.

A section on eating breakfast was also prominent in this study. Once again GoHealth do not supply and meals specifically for breakfast but it is another option which could be possible in the future. Eating a healthy breakfast is a great health benefit and aids in keeping a healthy metabolism, keeping a healthy weight and it helps to improve energy levels. Also when it comes to trying to lose weight, eating breakfast is shown to be more effective than skipping breakfast which is something which could be highlighted on GoHealths 'weight-loss' category of meals. Younger people are less likely to eat breakfast than those above the age of 25 at only 27% of them doing so every day. Less than half of women under the age of 25 eat breakfast everyday meaning 1 in 12 never eat breakfast which is something GoHealth could look into.

Overall those with a lower education and in more deprived areas had a worse diet than those more educated and living in less deprived areas. Education may be what links them however I feel education on health in general could be improved which is something GoHealth are proud to promote.

14.0 Appendix

14.1 Reflection Journals

14.1.1 October Journal 2015

Reflective Journal

Student name: Leah Weston

Programme (e.g., BSc in Computing): BSHTM4

Month: October

My Achievements

This month was about deciding upon a feasible idea that I can use in my project. I had several Ideas from fashion to make-up to sports. Through research and compatibility to the project brief I feel that nutrition was the best option for me. Nutrition is a huge issue all over the world including in Ireland where 66% of Irish men (20years +) are overweight or obese and 51% of Irish women (20 years+) are overweight or obese. My Idea is to have a home delivery service of nutritious, correctly portioned meals. They will be for fitness fanatics to the health conscious family home. This month was all about getting the concept together and researching the issue of the Irish diet as a whole.

My Reflection

I feel that this month I didn't get a lot of actual quality work written but coming up with the idea was crucial and an important decision for the success of the whole project. I worked well in identifying the issues in the Irish diet and I feel I have come up with a great idea which is not yet in the Irish market. Variations of my idea are in other countries which have worked very well for the busy worker or health conscious so I feel there is a gap in our market for similar products.

A downfall this month is that I have yet to start the document and do intensive research into the meals I will marketing.

Intended Changes

For the following month I intend on gathering information for my surveys and gathering information on what I will be asking in my interviews. This is going to be an important aspect for my project so that I can have a realistic understanding of my potential market and also what my stakeholders are expecting from the venture.

I will be surveying a wide area of my potential market from gym goers to the working world to students. I will hopefully succeed in asking accurate questions in the surveys and interviews so that I can create meals to suit them.

14.1.2 November Journal 2015

Reflective Journal

Student name: Leah Weston

Programme (e.g., BSc in Computing): BSHTM4

Month: November

My Achievements

This month with there being still some incompletions in what our project will acutely entail, I haven't accomplished much this month. I have managed to create a list of stakeholders and an influence matrix. This is a small start to my project however and I would like for our project to be established officially with the college so that I can accomplish more next month.

My Reflection

As I said in my last reflection that I had planned to complete some surveys and interviews by now however with the issue with our project descriptor I have been unable to do so as of yet.

Intended Changes

For this month I intend to complete a requirements spec which is required on the 20th. Along with tis I hope to gather a lot more information for my project and hopefully things will be cleared up so that I can prepare a plan as to how I will complete the project on time and to the best of my ability which is at a disadvantage because of the situation.

14.1.3 December Journal 2015

Reflective Journal

Student name: Leah Weston

Programme (e.g., BSc in Computing): BSHTM4

Month: December

My Achievements

This month I was able to develop my first draft of my interview. I will be conducting the interview with the Main stakeholders. I have sent the interview to my supervisor for some feedback. This month involved a lot of planning as to how I was going to continue my work in the future.

My Reflection

I felt this month I got a lot more work done than I did in the previous month (October) as I had some more time to focus on the project because all my other assignments were finished.

I recently realised I was not successful in uploading my previous journals and my requirements specification. Unfortunately I uploaded them only as drafts and not as a final submission so I will now face some challenges on whether I will be deducted marks for this mistake or not. This was a risk in the project I did not foresee. I had uploaded them on time however I failed to do it properly but I will know now for the future to not miss this and make that mistake again.

Intended Changes

Next month I will continue to work on the interview question and hopefully conduct the interview. This is my goal for the next month. I realise that I need to pick up the pace a bit with the speed at which I am getting this project done which I will focus on in my time off over the holidays. I will try to get a draft of my survey done also and hopefully I can start getting my work done quicker which extra time although the upcoming exams may challenge this goal.

Supervisor Meetings

Date of Meeting: Every Tuesday at 3:00 pm

Items discussed: Working completed and future work planned (interview questions, on what platform I will be conducting my survey, who to survey)

Action Items: Interview

14.1.4 January Journal 2016

Reflective Journal

Student name: Leah Weston

Programme (e.g., BSc in Computing): BSH Technology Management

Month: January

My Achievements

This Month I was able finalise my interview question and conduct my interview. The interview Process was very lengthy as I recorded it on a canon Camera and had about an hour and a half footage to edit which I did so on Windows Movie Maker. I was also able to finalise a pilot survey which is a survey I used to get some initial feedback from potential customers. I was pretty happy with the questions I used however I feel maybe the survey was a little bit too long. However I did launch the survey and got some interesting results.

My Reflection

I felt I worked well in how my interview went and I will look at a follow up interview and what information I missed for next month. Next month I also need to prepare for my Midpoint presentation which will be on Friday February 12th and I need to prepare documentation showing all the work I have done to that date.

I will also look at my survey and examine how I can alter it to get the best information of my potential market. A follow up survey with my client is also a goal for next month so I will need to prepare new questions.

Intended Changes

Next month, I will try to achieve the goals which I have set out and execute my midpoint presentation to the best of my ability. I hope to make good progress on the project and I will examine the IEEE template in detail and hopefully get started on it. I realise I made a slow start to the project from the outset but now I will try to move at a faster pace a keep motivated to keep going with the project.

Supervisor Meetings

My supervisor Ron and I continue to meet regularly and discuss my project and advancements regularly in person and through email. He helps me to keep to a plan and achieve goals as they arise. This month was focused on mainly finalised questions for both my interview and my survey. I, at times, got a little off topic with the questions and he helped rain me back and focus on what I was looking to achieve from the questions and what information I needed from my Stakeholders.

14.1.5 February Journal 2016

Reflective Journal

Student name: Leah Weston

Programme (e.g., BSc in Computing): BSc (hons) Technology Management

Month: February

My Achievements

This month I prepared documents for my midpoint presentation. This involved analysing data which I got back from the interview and survey and establishing what requirements I needed for the clients website. I then had to prioritise the requirements using time and need as the main criteria. Using the requirements I also started a prototype of the website. I used wordpress.org to do so. I decided to combine my prototype with the project website (a website to display my work) so I was able to add content about my results as well as a prototype of the project.

My Reflection

I felt I accomplished good work this month because of the deadlines. I feel I could have gotten a bit more done at this stage than I have done but it was an eye opener about realised the time creeping up on me so it was a good motivator. I got a lot more organised and I realise I need to adhere to the

project scope and be on time with my tasks. I feel like I gave a good, well-practised presentation and knew about the technology and information I was talking about. I feel *was* able to correspond the information from the interview and surveys to gain a common perception of what the client and potential market were looking for.

Intended Changes

Next month I need to prepare for a follow up interview with my client. I will need to redraft the questions and make them more relevant for the position we are in in the project. I will also update my survey because I want to make to the answer options more precise and then I well need to get a range of people who I see as my target market to do the survey and get a range of answers from a range of people.

Supervisor Meetings

This month my supervisor and I focused on achieving objectives for the midpoint presentation. We communicated mainly through interview this month due to time pressures however we have scheduled a meet up for next week. The presentation gave me great guidance both from Ron ad the secondary examiner as to where I need to go with my project and what I will need to improve on for my final presentation and final documentation. They also helped me identify some objectives that I may have missed which would be essential for the success of the project.

14.1.6 March Journal 2016

Reflective Journal

Student name: Leah Weston

Programme (e.g., BSc in Computing): BSc in Technology Management

Month: March

My Achievements

This month I was able to continually improve the website which will display the work I have done throughout the project at the project showcase. I have also revisited my survey questions and have made alterations to improve them according to the feedback which I received at the midpoint presentation. I have done this also with my follow up interview questions. I conducted the interview this month also. The interview was with the product owner was to verify aspects of the project and to reconfirm that the project was performing in a manner that satisfied them.

My Reflection

I felt that I worked well in completing the tasks I set out to in conjunction with other college work which all needed to be completed in this month. It was difficult to find spare time for the project work. I didn't complete as much as I would have liked to in my last journal however I was not taking into account two other assignments which were all due. They took up more of my time than I anticipated. However I did get the tasks done I just didn't get as much of it complete as I would have liked.

Intended Changes

Next month (April) I plan to execute the survey once again and spend time getting responses from people who are my potential target audience. I will also analyse the interview responses I conducted with the CEO of GoHealth. I realise I have exams in this month so extensive work on my project will be difficult to achieve. If time permits, I will also conduct another interview with another stakeholder. The rest of my time will be spent adding to the final documentation and working towards the end goal.

Supervisor Meetings

Date of Meeting: Frequently meet and email.

Items discussed: We discuss what I need to accomplish next and how I will accomplish it.

Action Items: Launching second survey, Interview analysis, and Final documentation.

14.2 User Requirement Specification

GoHealth

IEEE Std 830-1998: IEEE Recommended Practice for Software Requirements Specification

1.1 OVERVIEW

The URS will provided and overview of the website requirements and also list specific requirements.

1.2 RESPONSIBILITES

Personnel required to generate, review and approve this URS are presented in appendix A.

2.0 OVERALL DESCRIPTION

The website is a user interface for customers to order healthy meals to be delivered to their desired location.

2.1 PRODUCT PERSPECTIVE

The website is required to promote healthy eating and provide customers a user-friendly application to order healthy meals.

The website is to be attractive and make obvious the benefits of using the website.

It is also required to be a gateway to other relevant information on healthy eating.

2.1.1 SYSTEM INTERFACES

The website needs to link to a number of software programs:

- *PayPal or equivalent to allow for customer payment for the products purchased.*
- *Inventory management system so that ingredients and consumables can be managed to ensure meals can be produced as ordered*

2.1.2 USER INTERFACES

The website needs to be user friendly with a minimum number of clicks to order a meal.

The website needs to be password controlled.

The website also needs to allow for a memory of an individual customer's orders and preferences.

2.1.3 COMMUNICATION INTERFACES

The website is required to have links to healthy eating / healthy living apps and websites and also allow customers to create Blogs to share their opinions and recommendations on the food offerings from the website.

2.1.4 MEMORY CONTRAINTS

There such be sufficient memory within the website to accommodate details and photographs of over 500 food offerings and the details of over 5,000 customers.

2.1.5 OPERATIONS

The website will contain icons and click-down menus for all customers to make their food selection.

Periods of unattended operations will cause the website to shut down.

Back-up and recovery operations will be defined.

2.1.6 SITE ADAPTATION REQUIREMENTS

Software underpinning the website will be configured to adapt to new innovations in website design.

2.2 PRODUCT FUNCTIONS

A summary of the major functions of the website is listed below:

- *A website on the World-Wide-Web (WWW)*
- *View only access prior to login*

- *Password controlled log-in*
- *Provision for customer to provide contact details and delivery address*
- *Food / meals displayed in dropdown icons and drop-down lists*
- *Payment by PayPal or equivalent*
- *Links to other health websites*
- *Provision to log blogs*

2.3 USER CHARACTERISTCS

The profile of the user / customer is expected to be health conscious young professionals that value convenience, have discretionary income and are computer savvy.

They also view healthy eting more than just ingesting food but enjoy the experience of interacting and sharing their perspective on healthy leaving.

2.4 CONSTRAINTS

Food supply is highly regulated so all regulatory requirements and approvals must be obtained before the website launch.

As the website involves customer payments safety and security considerations have to be hacker-proof.

2.5 ASSUMPTIONS AND DEPENDENCIES

Agreements need to be obtained from other websites that they can be linked to the GoHealth website.

Partnership with the payment application (PayPal or equivalent) needs to be formalised by formal agreement.

3.0 SPECIFIC REQUIREMENTS

This section is intended to provide sufficient detail to allow for the build of the website.

As this is a factious website only a high level outline will be provided in this specification.

3.1 EXTERNAL INTERFACES

Details of all inputs and outputs are provided in this section in both content and format:

- *PayPal*
    - *Payment method*

    - *Password controlled*
- *Health websites*
    - *Website links*
- *Inventory management application*
    - *Link back to th kitchens who make the meals*
    - *Link to ingredients and consumable inventories*

3.2 FUNCTIONS

This section defines the fundamental actions that must take place in the software in accepting and processing the inputs and in processing the outputs. The details of the transactions and functionality with in the website are based of the process flow diagram presented in section 15.1 of this GoHealth project report.

These functions include:

- *Validity checks on the inputs*
- *Exact sequence of operations*
- *Links to other software applications*
- *Error handling and recovery*

3.3 PERFORMANCE REQUIREMENTS

This section specifies the numerical requirements for the website:

- *Number of food items that can be listed*
- *Number of customers that can simultaneously use the website*
- *Number of customers that can be retained in the website memory*
- *Amount of memory that can accommodate complex graphics*
- *Length of time a customer's details can be retained by the website.*
- *Speed/response time for each transaction within the website*
- *Number of transaction that can be carried out at the same time*

3.4 LOGICAL DATABASE REQUIRMENTS

This section specifies the logical requirements for any information that is to be placed within the website:

- *Photographs and pictures of meals*
- *Lists of ingredients*
- *Price of meals*

- *Benefits of meal and its ingredients*

3.5 DESIGN CONSTRAINTS

Design constraints can be imposed by other standards or regulations.

Copyright obligations may need to be considered when linking to other website.

An audit trail may be required to track changes to the offerings over time.

3.6 SOFTWARE SYSTEM ATTRIBUTES

3.6.1 RELIABILITY

As the website is the only interface with GoHealth customers it is imperative that it does crash.

3.6.2 AVAILABILITY

The website should be accessible on the world-Wide-Web world-wide.

Initially it will be in English but should be adaptable to translate it into all major languages after initial launch.

3.6.3 SECURITY

Anti-virus and anti-hacking software needs to be incorporated into the website.

Data integrity in regard to customer personal details must be maintained.

3.6.4 MAINTAINABILITY

The software underpinning the website must be easy to maintain and update.

3.6.5 PORTABILITY

The software should be portably allowing the website to be accessed on different types of devices: laptops, IPads, mobile phones.

3.7 ORGANISING THE SPECIFIC REQUIREMENTS

This section gives further consideration to organising specific requirements in a manner optimal for understanding.

3.7.1 USER CLASSES

Different classes of users will have different functionality within the website:

- *Browsers: access to the website without need for a password but cannot order any meals*
- *Customers: access the website via user name and password. Need to register with the website so that they can fully engage with the website, ordering and paying for meals.*
- *Bloggers: access the website via user name and password. Can add comments to the website but cannot order meals without registering with the website.*

3.7.2 FEATURE

Special feature that allows the specific nutrient and health benefits associated with a meal when it is selected to flash up to the customer when they click on that meal is desirable.

3.7.3 RESPONSE

When a customer orders a meal, the customer will get a response acknowledging their purchase and telling them the time of meal delivery.

4.0 SUPPORTING INFORMATION

4.1 DOCUMENTATION REQUREMENTS

The website designer will be responsible for all documentation associated with the build, commissioning and qualification of the website.

The sponsor will be responsible for all legal and regulatory doucumentation associated with selling food to the public.

The sponsor will also be responsible for legal agreements and copyright tariffs associated with other websites and software providers.

4.2 WESITE COLOUR PALLET

The website will display the GoHealth logo and have a colour pallet of green, blue and yellow colours.

4.3 CONTAINS THE AUTHOR, REVIEWER AND APPROVAL SIGNATURES FOR THIS URS

	NAME	***SIGNATURE***	***DATE***
AUTHORED BY	*Web designer*	*AA*	*May16*
REVIEWED BY	*Investor*	*BB*	*May16*
APPROVED BY	*Sponsor*	*CC*	*May 16*

14.3 Interview #1 with my Client, Adrienne McSherry

'Final Year Project' **Stakeholder Interview Question**

This interview for the purpose of drawing forth requirements form a stakeholder (elicitation). The person whom I am interviewing is the entrepreneur for the company GoHealth. They wish to have a website made for their company in order for them to sell their product. I therefore must gather requirements for them. A requirement is "A condition or capability needed by a stakeholder to solve a problem or achieve an objective" – BABOOK (Chapter 1, Page 4, Section 1.3.3. In our case the objective is to build a website in order to get the goods into the market. A requirement is also defined in BABOOK in the same section as "A condition or capability that must be met or possessed by a solution or solution component to satisfy a contract, standard, specification, or other formally imposed documents". We will have health and security standards which will need to be met so it is important to identify these with the stakeholder and prioritise them. In this interview I will hope to identify Business Requirements, Stakeholder Requirements, Solution Requirements and Transition Requirements all of which are essential for the project's success.

Questions:

1. Can you please confirm your name and your position in the organisation?

2. Could you please give me a small discription of your company so I can fully understand it?

3. Who do you see as your target market(s)?

4. How do you see the website benefitting you? What are your expectations for the website?

5. What are some business requirments you see as important? What goals do you have for the outcome of the project?

Business Requirements

Business Requirements are business' objectives, vision and goals that need to be addressed to achieve an objective. They also outline a scope for a business need or problem that are solved through a specific activity or project. The need can be related to the organisation or business in general or focus on a stakeholder group, such as clients, suppliers, employees ect.

Examples

Business constraints, business policies, legal, branding, cultural, language, usability, Accessibility, mobile, training, analytics, testing.

6. Can you outline any Functional requirements?

Functional Requirements

Functional requirements are requirements which specifies something the system should do. They outline the specific or functional requirements.

Example

data entry, data maintenance, procedural, retrieval requirements, business rules, transaction corrections, adjustments and cancellations, administrative functions, authentication, authorization levels, audit tracking, external interfaces, certification requirements, reporting requirements, historical data, legal or regulatory requirements.

7. What are some non-functional requirements you can think of and see as being important?

Non Functional Requirements

Non-functional requirements are requirements are requirements about how the system works while functional requirements describe what the system should do. Non-functional requirements describes how the system should behave, they are quality attributes of a system.

Examples

Performance (response time, throughput, utilization), scalability, capacity, availability, reliability, recoverability, maintainability, serviceability, security, regulatory, manageability, environmental, data integrity, usability, interoperability, backup and recovery, Archiving and retention

8. What colour scheme/theme would you like to see on the website? Do you have a brand/logo you wish to incorporate?

9. Do you wish to incorporate marketing into the site? (e.g pay-per-click advertising, banner advertising, email advertising, newsletter subscriptions)

10. Do you wish to incorporate cookies into the website? (A file which will collect data to analyse web traffic from users on your site?). It will allow for user to be automatically logged into their account on re-entering the website.

Advantages: Store user information, User preferences, password remember option. Stored on the user's computer so they do not take up any memory. Can be session cookies or persistent cookies.

Disadvantages: No sensitive information should be stored in cookies. The can be a security risk because they are stored in clear text so they should be manually encrypted/decrypted which will take more time are subsequently cost more. User can disable the cookies from their browser settings. Users can refuse or delete cookies.

11. What layout do you see the website having? What menu headings do you wish to have? Eg. (meal plans, menu, FAQ, contact us, specials, blogs, calorie counter, fourm, different food plans, customer log in, ect)

12. Do you wish to incorporate an app as well as a website?

13. What budget is required that the project stays within?

14. What level security measure do you wish to have? What areas of the website do you see needing security? Do you intend on outsourcing 'security'?

The Payment Card Industry Data Security Standards (PCI DSS) must be followed. All entities, merchants and service providers that store, process, or transmit cardholder data must meet PCI DSS requirements

Examples:

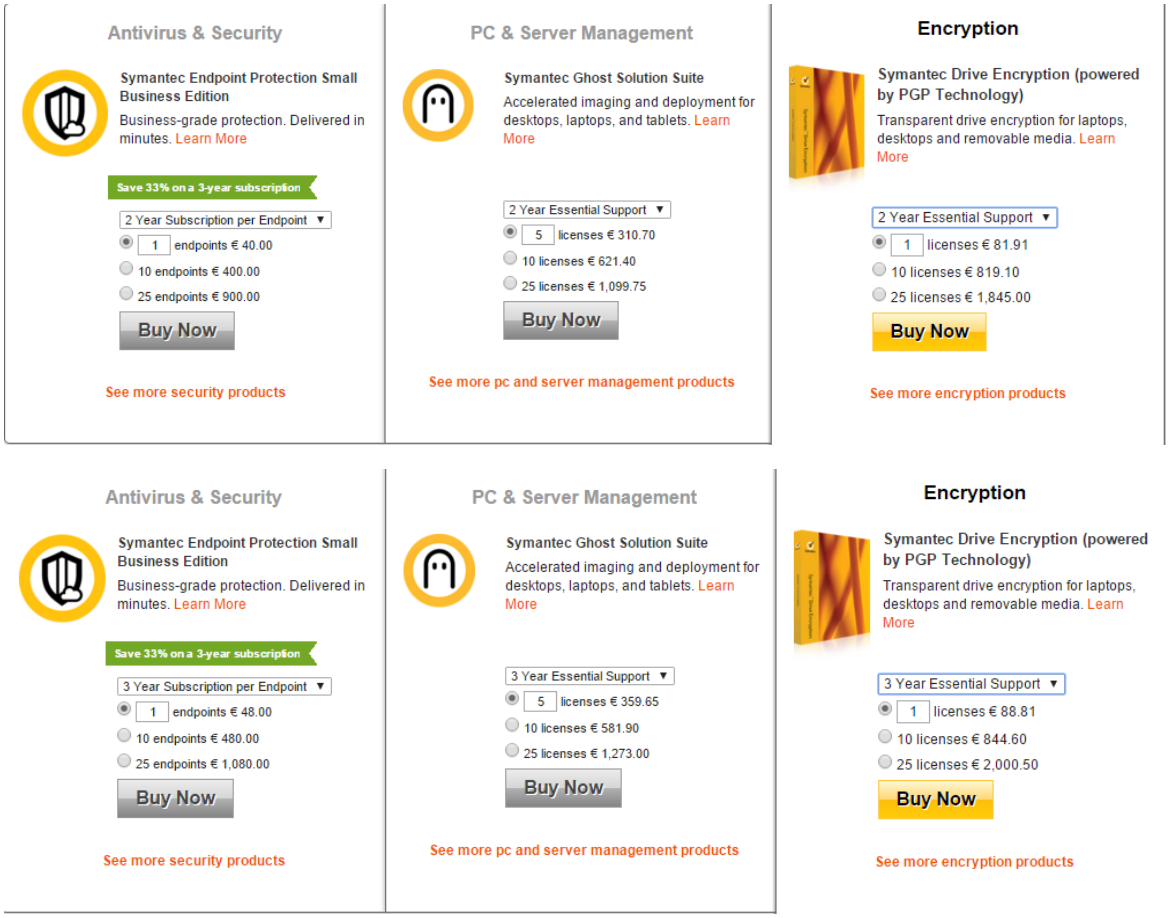
Payment methods

PayPal – their own safety features, get paid quickly (few minutes after sale), available on mobile devices, easy navigation, widely used.

a. Monthly Sales	Prices Per Transactions
15. €0.00 EUR - €2,500.00 EUR	16. 3.4% + €0.35 EUR
20. €2,500.01 EUR - €10,000.00 EUR	21. 2.9% + €0.35 EUR
25. €10,000.01 EUR - €50,000.00 EUR	26. 2.7% + €0.35 EUR
30. €50,000.01 EUR - €100,000.00 EUR	31. 2.4% + €0.35 EUR
35. > €100,000.00 EUR	36. 1.9% + €0.35 EUR

15. Stripe - Stripe doesn't charge any setup or monthly fees. There's no extra charge for failed transactions, stored cards, or recurring payments. It tackles storing cards and processing subscriptions to powering marketplaces and everything in between. Ricing in Ireland in 1.4% + €0.25.
    a. Registration (protecting login accounts/passwords)
    b. AVG Security "Our products are simple to install and run quietly in the background, scanning, detecting and helping to eliminate security threats 24/7." – www.AVG.com
    c. 1 Year - €52.84

d. 2 year - €78.85
e. You get: Business tech support, remote management, File server security, smart scanner, network antivirus, advanced detection, privacy protection, firewall, online protection, email server security, email protection.
f. Systamatic security



16. When do you expect the project to be complete?

17. How will you, personally, define success for this project?

18. Can you think of any other elements to the project that we have not mentioned that are important? Any potential risks you can identify?

14.4 Interview #2 with my Client, Adrienne McSherry

The purpose of this interview was to finalise requirements elicited from the interviews previous and from the survey with my main stakeholder. We also needed to look at the prototype and make changes. The requirements are needed so that the website can me to my client's needs and that she is happy with the results.

1. Do you have any questions about this interview before we begin?
   No

2. Are there any requirements you have brought with you today which you feel we forgot to discuss or missed in our previous interview?
   Decided to leave out an outside advertising platform if there is a time crunch.
   Also I have looked into promotional emails which is something I would like if time allows

Keep delivery options more simple because their delivery service is, as of now, not willing to be as flexible as we would have liked however we are working with them to improve upon this.

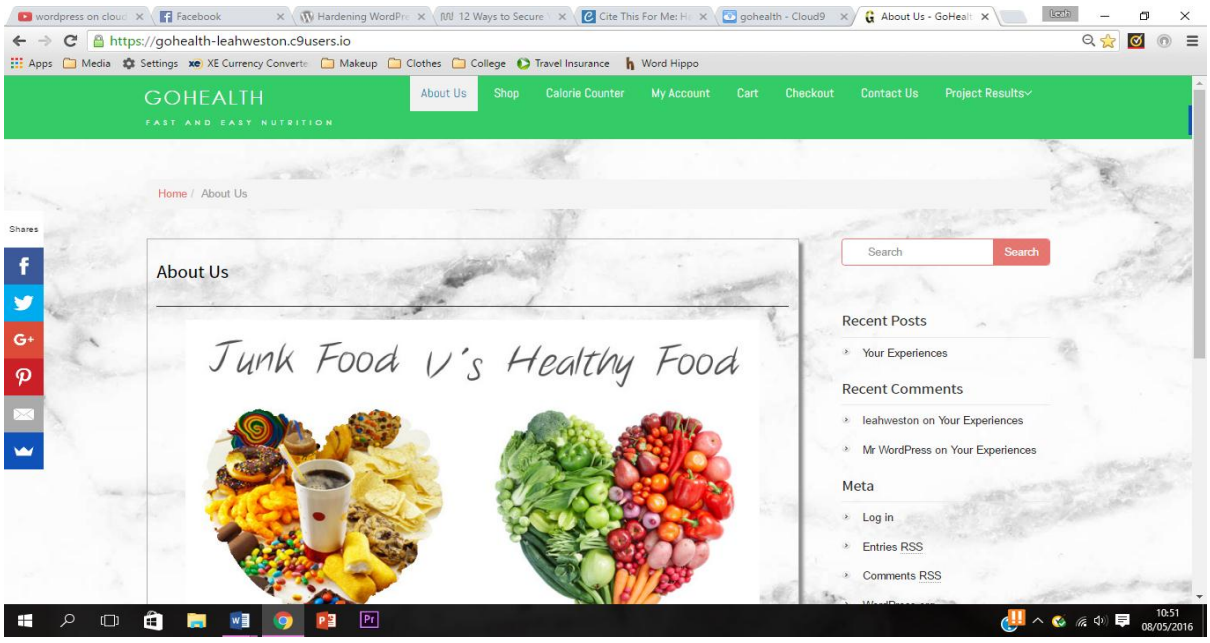
3. I have gathered all the requirements from our previous interview, the interview with the supplier and the survey into this Moscow analysis (as seen below). I ranked them under the categories of 'Must have', 'Should have', 'Could have' and 'Won't have'. Is there any requirements which you think are in the wrong place?

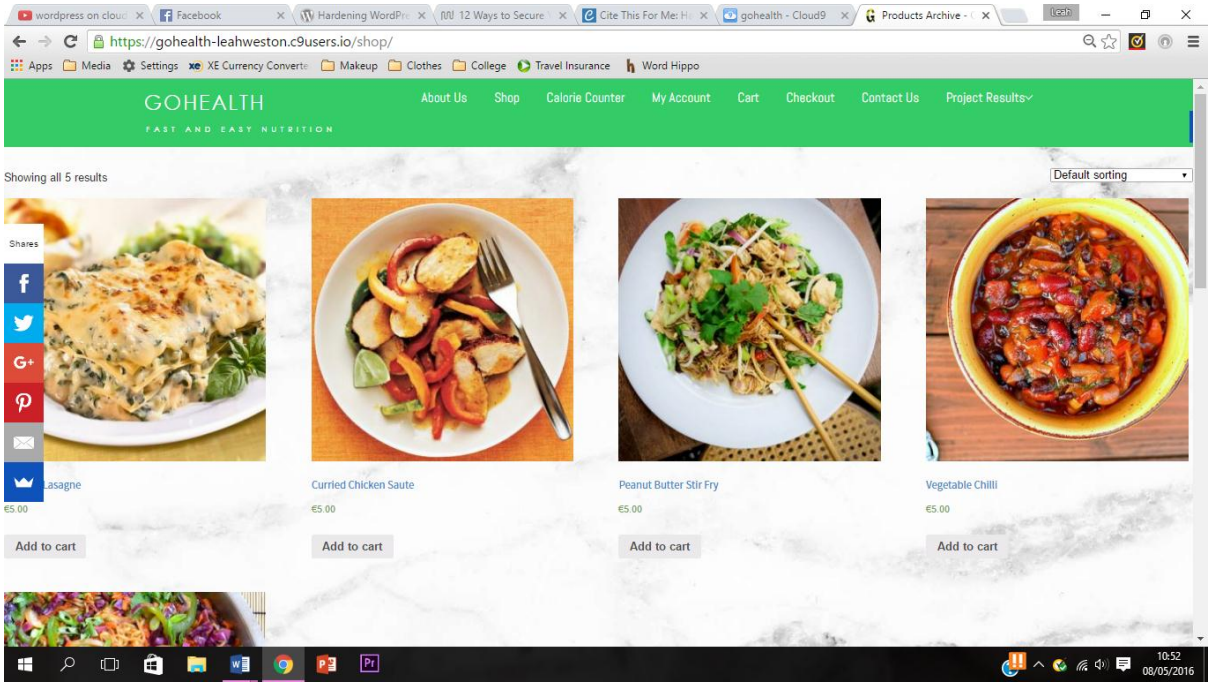
   No, I fell all the requirements are in the right place

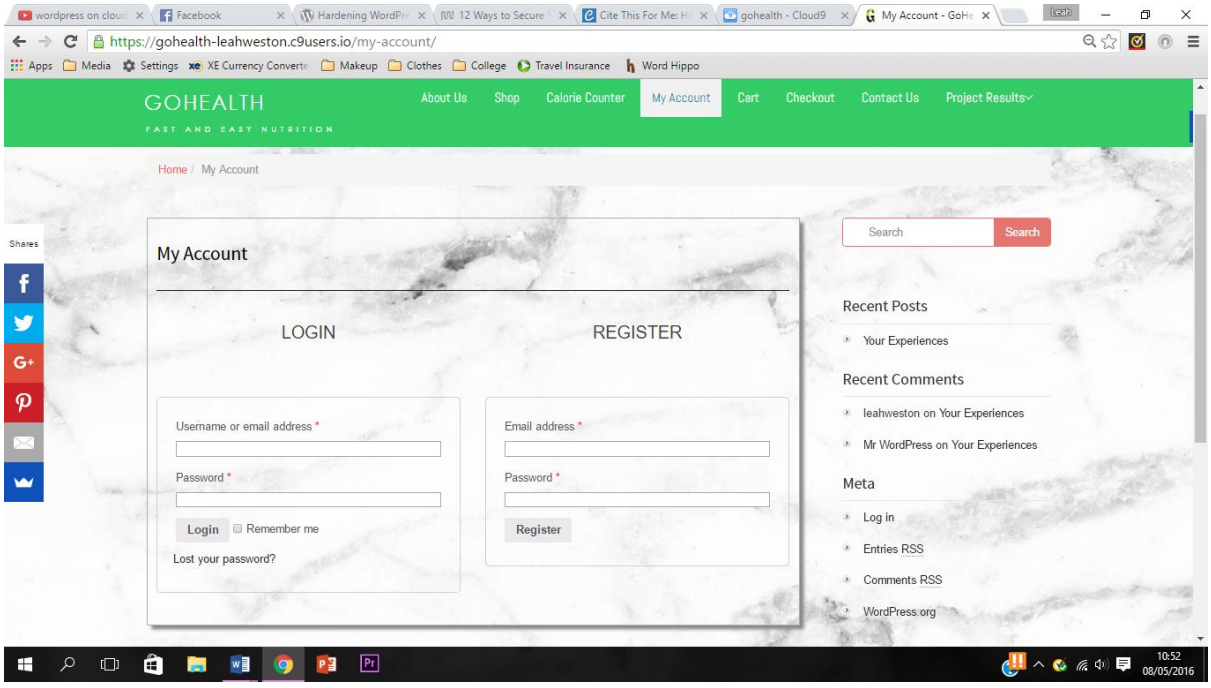
Must Haves	**Should Haves**
Branding and logo on the site	Calorie Counter
Customer Log in	Direct payment to site
Display Products (categorised)	Nutritional information
Display info on the products	Health and safety regulations
Security (payment and site)	Cookies
Employee training	Nutritional Blog
Accessibility & usability simple	See past orders
'Contact us' information	Discount coupons available
Display images of products	PayPal
Delivery options	Billing address the same as account address
Cancel order	
Clear terms and conditions displayed	Reliability
Training on maintenance for employees	Website maintenance
Admin authority over authority levels	Disaster Recovery

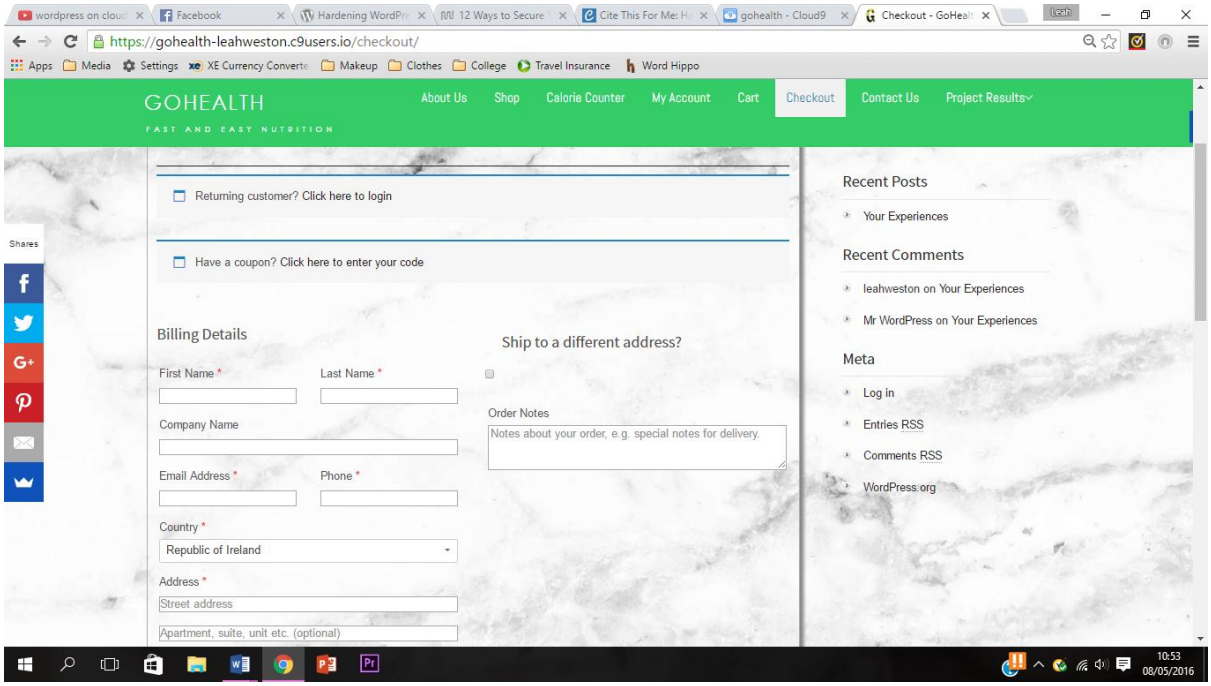
Could Haves	Would Haves
Outsider advertising platform	Family meals
Language translator	An App
Promotional emails	Promotional mail
Promotional texts	Open chat room
Discussion forum	Private food diary
Highlight food regulations	Children's Meals
'Reorder' past orders	

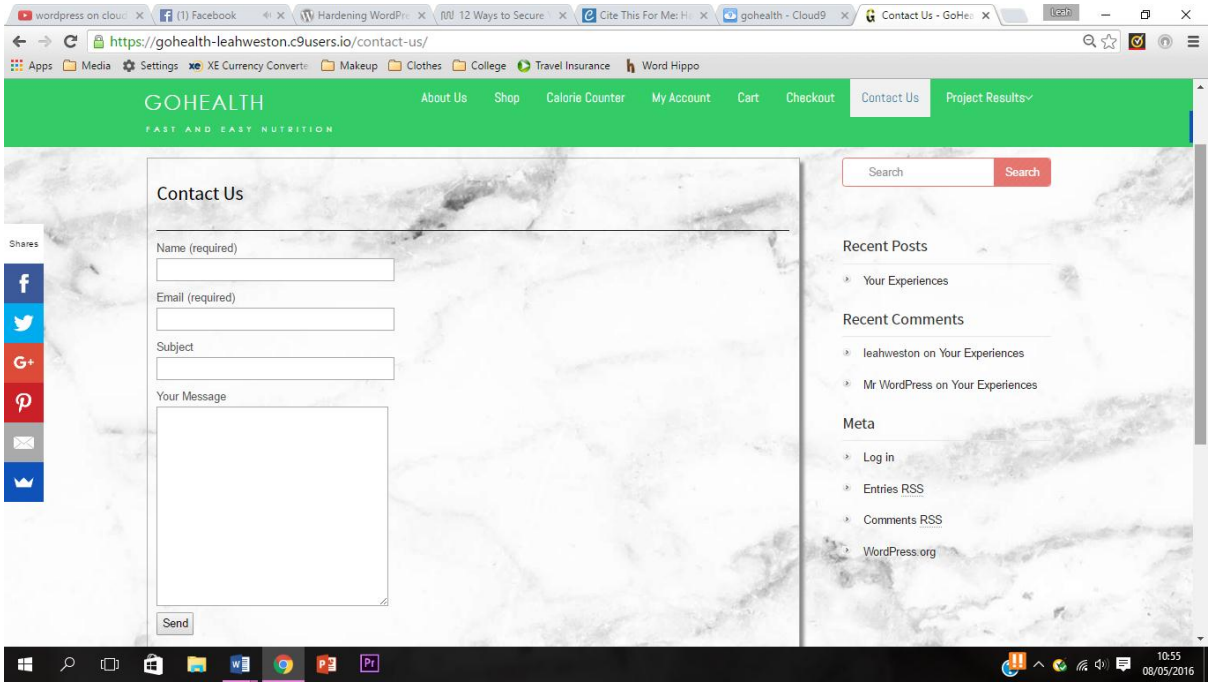
4. Here are some pictures of the prototype we have been working on is there anything you would like to add or change?
   We would like our logo as the main header.
   Like the headings
   Other than that I am happy with the prototype.




https://gohealth-leahweston.c9users.io/shop/
GOHEALTH
FAST AND EASY NUTRITION
About Us
Shop
Calorie Counter
My Account
Cart
Checkout
Contact Us
Project Results
Showing all 5 results
Default sorting
Lasagne
€5.00
Add to cart
Curried Chicken Saute
€5.00
Add to cart
Peanut Butter Stir Fry
€5.00
Add to cart
Vegetable Chilli
€5.00
Add to cart


https://gohealth-leahweston.c9users.io/my-account/
GOHEALTH
FAST AND EASY NUTRITION
About Us
Shop
Calorie Counter
My Account
Cart
Checkout
Contact Us
Project Results
Home / My Account
My Account
LOGIN
REGISTER
Username or email address *
Password *
Login
Remember me
Lost your password?
Email address *
Password *
Register
Search
Search
Recent Posts
Your Experiences
Recent Comments
leahweston on Your Experiences
Mr WordPress on Your Experiences
Meta
Log in
Entries RSS
Comments RSS
WordPress.org





5. You were a little fizzy about the security for the website so I had sent you an email with your options and what I suggested. What is your decision on this?
   I reviewed your options and I would like for the programmer to use the one you suggested because I have never used any of them before and I trust your judgement.

6. We were a little unsure about the form or payment methods for the website. Can we agree that you would like PayPal as well as payment being available direct to the site and the possibility to pay by cash at the door?
   Yes

7. As discussed before, would you like 'cookies' on the website after some follow up information I sent you on them?
   Yes I would like cookies on the website I feel they would really benefit the website!

8. That is all the conformation I needed, is there anything final you would like to add?
   No, thank you.

14.5 Interview with the Supplier for GoHealth

Hi, my name is Leah Weston. I am the business analyst for Adrienne Mc sherry one of your customer, thank you for meeting with me today.

Q1 Could you please state your name and business relationship with GoHealth?

Name: Donna Scollard.

Relationship: Owner of 'Freshness' who supply GoHealth with their fresh Organic Fruit and vegetables.

Q2 Could you tell me a small bit about Freshness?

Family run Irish Business

Produce are organic and grown on their farms and processed on site at their warehouse.

Grow seasonal Produce and source non seasonal produce from their trusted organic outlets. Off season produce are imported.

Delivery the produce Monday to Friday as demand is requested. Delivery can be as frequent or as infrequent as needed to maximise the freshness of the goods used.

Q3 Would you please tell me what you deem to be 'organic'?

"When I say organic, I mean we are in complete compliance with the Organic Food & Farming Standards (1992) in Ireland. This means that all food we produce is natural. We don't use any synthetic chemicals which can possibly be hazardous. We keep our products chilled to prolong their lifespan."

Q4 What kind of fertilisers do you use?

Organic Fertilisers (Derived from animal matter, or vegetable matter e.g. Compost, manure).

Q5 Do you follow HACCP?

Full compliance with HACCP (Hazard Analysis and Critical Control Point)

Note: HACCP is a legal requirement for all food safety management systems since 1998. It is 'an approach for identifying and controlling hazards, whether microbiological, chemical or physical, that could pose a threat to the production of safe food'. It is used to evaluate what could go wrong in the production of the food and outlining how it would be prevented or dealt with if such event happened.

Q6 How are the goods delivered to your customers?

Chilled Delivery Trucks.

Q7 Is there any other information you feel we I should know about the produce?

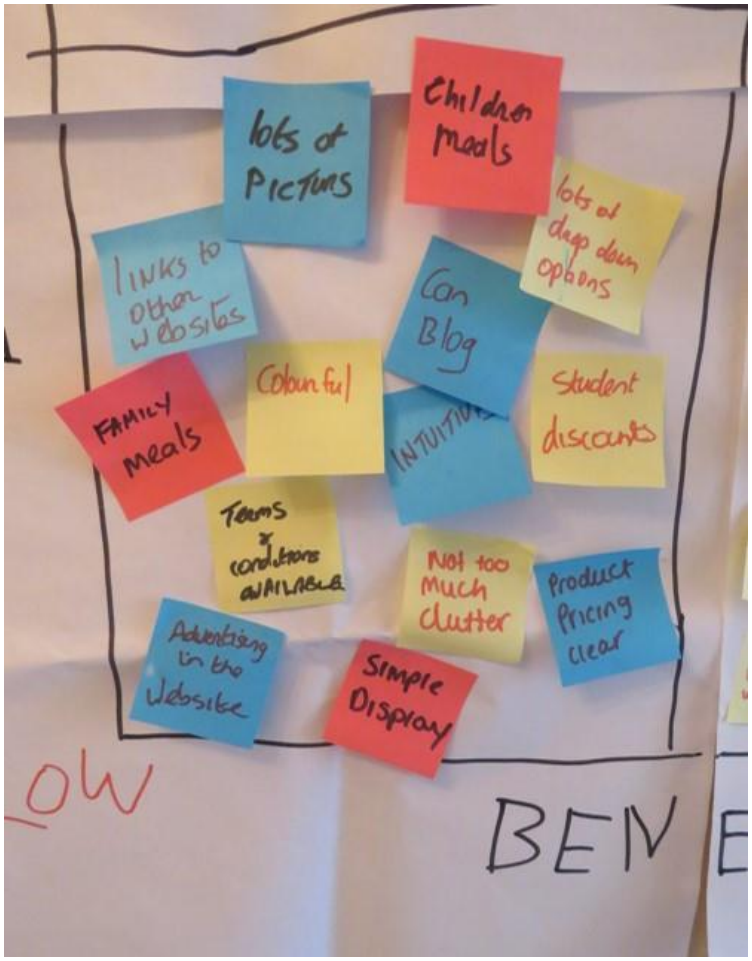
Always Fresh.

High quality control standards in place.

14.6 Brainstorming Results

Below are the pictures of the brainstorming session. Each topic discussed was prioritised into an Effort/Benefit Analysis for low to high as seen below;

Low Effort, Low Benefit



List

Links to other websites, Lots of pictures, Children's meals, Lots of drop down options, Can Blog, Student discounts, Intuitive, Colourful, Not too much clutter, Product Pricing Clear, Simple Display, Advertising on the website, Family meals, Terms and conditions advertised.

Low Effort, High Benefit

List

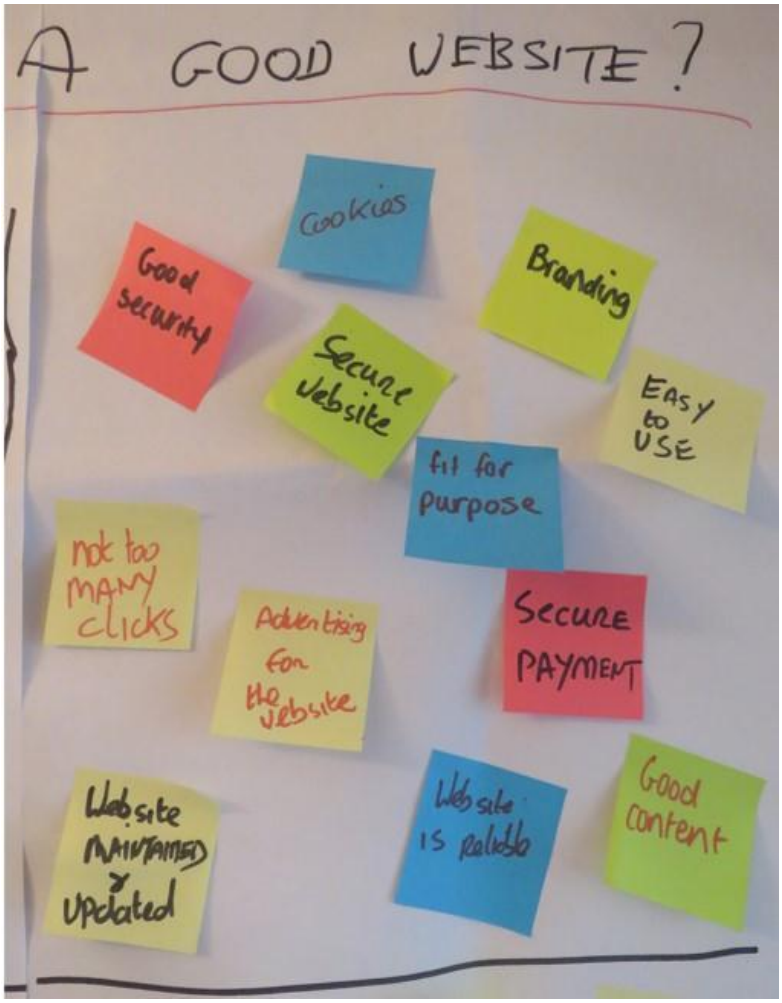
Information in products, promotional emails, easy to read, social networking, clear website aim, can access on IPad, can use on a mobile phone, gives the customer what they want, information on food, confidentiality, record past orders, 'contact us' information, allows customer to share their experiences, pictures temp you to order, easy to find on www, quick to use, gives nutritional value of food, pictures represent what the food will be like.

High Effort, Low Benefit

List

Has memory of user, not much down time, follow regulations, customer login account, 24h service, creates a community, disaster recovery (might never be used), anti-virus built in, see past orders.

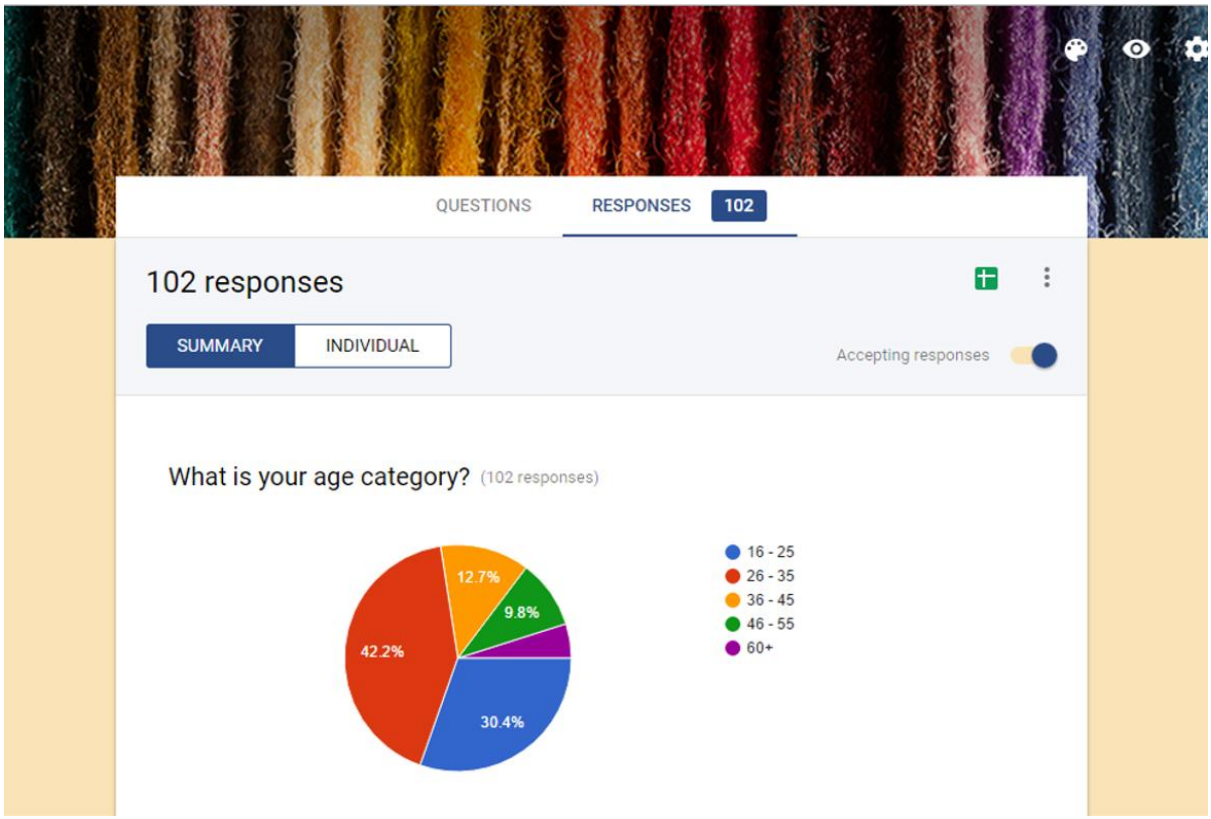
High Effort, High Benefit

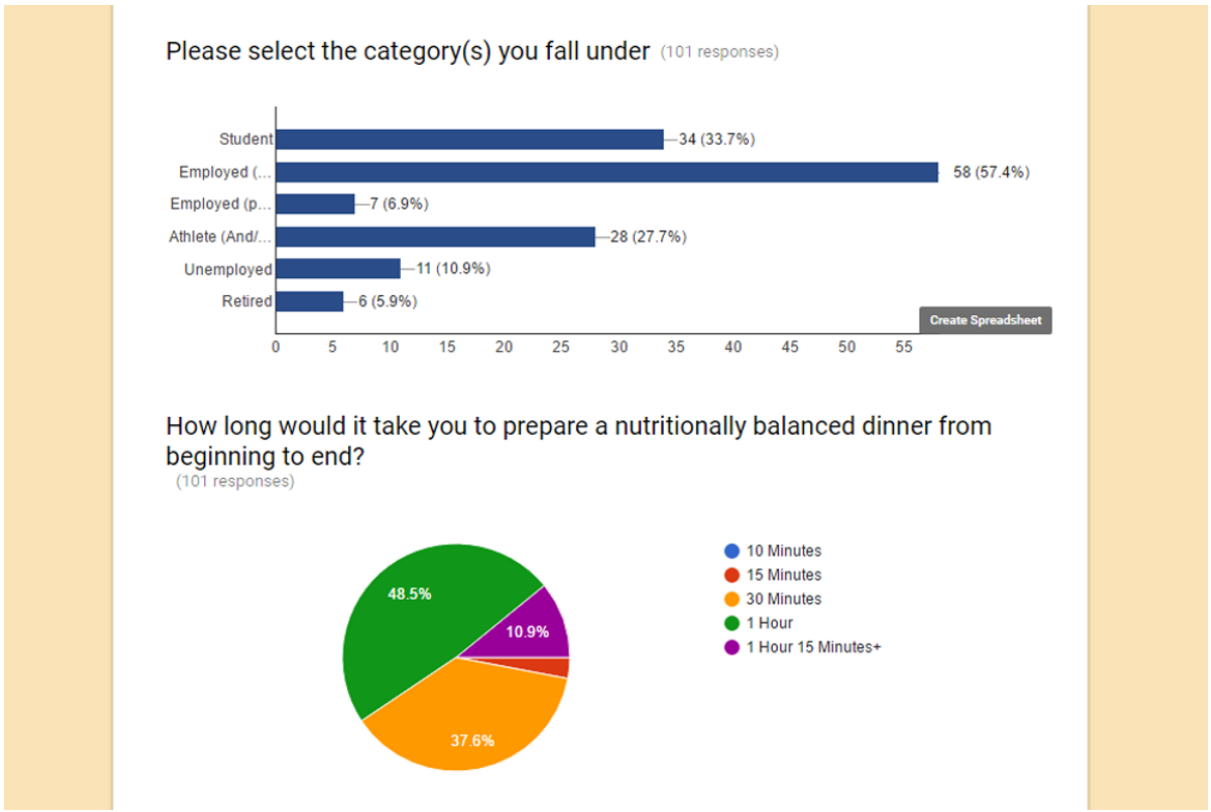


List

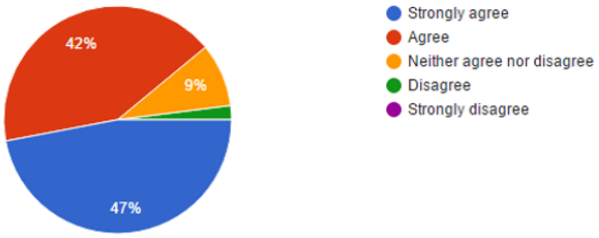
Good security, cookies, secure website, branding, fit for purpose, secure payment, good content, website is reliable, website maintained,

14.7 Survey Results

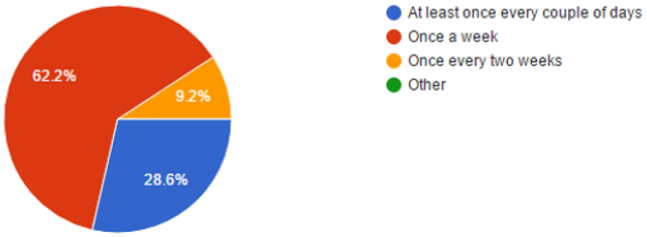




Does nutrition noticeably improve a person's work performance? (100 responses)



How often is the grocery shopping done in your household? (98 responses)



What is the reason for your above answer? (98 responses)

I buy snacks online sometimes
I buy snacks online sometimes
I like to browse
I like to browse
Prefer to do it in person
Prefer to do it in person
convenience
convenience
I shop in lidl
I shop in lidl
I shop in Lidl
I shop in Lidl
I don't know what I want until I'm at the shop
blank
I sometimes shop with tescos online service
My Mum does the shopping and she preferes to go to the shops.
I like to browse

	I amnt often home when delivery times are available
	I dont know what I want in advance
	cheaper in store
	I like to select the products freshness
	Im not good with computers
	I pick up my shopping coming home from college
	I feel I have less control online
	I shop in Lidl and they do not have an online shop
	I like to pick the fruit and vegtables
	I shop for food too freqently
	I use tesco online shopping
	I work in a grocery store so I buy my groceries from there
	I like to pick my things in person
	I alternate between in store and online
	I just prefer to do it in person
	I have used it once I'm not sure why I didn't again
	Just think it is more hassel
	I prefer to do my shopping in person
	Prefer to go to the shops
	Sometime too lazy to go shopping
	Prefer to pick my own food
	Too busy to go shopping
	Buy bits an bobs almost everyday - don't do a big shop
	My Mum does the shopping
	Prefer shopping
	like going to the shops
	don't like paying a delivery charge
	On-line is handier
	Handy
	Order on line when too buzy to go shopping
	Prefer going to the shops - for inspiration!
	whentoo busy to go to the shops
	On-line is handy
	like to pick my own food
	on-line is handy
	Deliver charge puts me off
	Don't like shopping on-line
	don't trust the internet

	I dont own a credit card
	I live in america and we don't have online grocery shopping
	Im not a good planner on what I will want to eat
	I'm not sure why
	I like fresh meat and veg that I buy regularly so it would cost me too much in delivery charges
	The kids like to pick out bits when we go shopping
	when I am doing a massive shop for an occasion I buy online
	I dont do the shopping so I'm not sure why its never done online
	Im very busy so I buy from tesco
	dont have the time to sit down and pick stuff
	I dont know what I want until I'm in the shop
	I dont trust giving them my card number
	I do my shopping too often
	I prefer to buy food in person
	I have tried it a few times but I like to browse
	I'm not home often enough to get my shopping online
	I would have to order too far in advance
	I don't like online food shopping
	don't trust the internet
	I dont own a credit card
	I live in america and we don't have online grocery shopping
	Im not a good planner on what I will want to eat
	I'm not sure why
	I like fresh meat and veg that I buy regularly so it would cost me too much in delivery charges
	The kids like to pick out bits when we go shopping
	when I am doing a massive shop for an occasion I buy online
	I dont do the shopping so I'm not sure why its never done online
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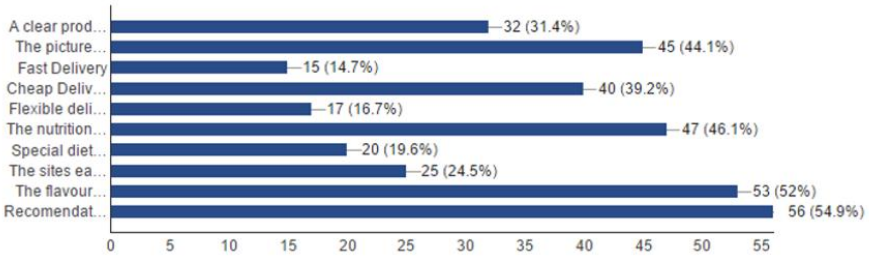
	dont have the time to sit down and pick stuff
	I dont know what I want until I'm in the shop
	I dont trust giving them my card number
	I do my shopping too often
	I prefer to buy food in person
	I have tried it a few times but I like to browse
	I'm not home often enough to get my shopping online
	I would have to order too far in advance
	I don't like online food shopping

I shop in Lidl and they don't have an online store
prefer to go myself
Prefer to buy my veg fresh from a veg shop
Convenience
I shop to regularly for it to be worth my while
I go to different shops
prefer it in person

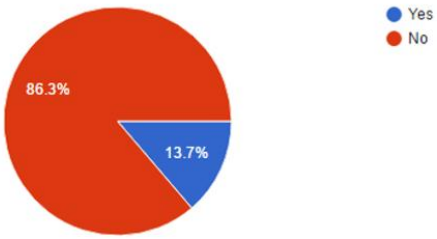
Out of the following criteria, please select the most important elements which would make you likely to purchase from GoHealth

(102 responses)



Do you have any special dietary needs (example; vegetarian, celiac, nut allergy, vegan)

(102 responses)



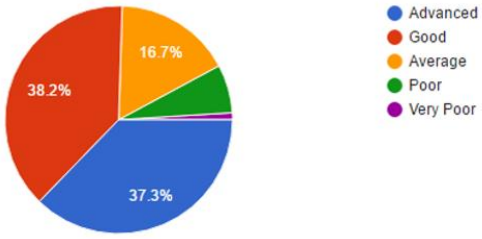
If yes, please specify (If you would rather not specify feel free to leave this question blank)

(14 responses)

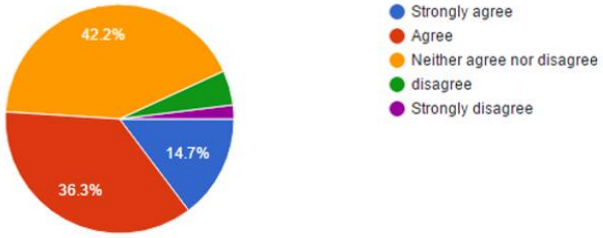
Vegetarian
Vegetarian
celiac
celiac
Polo Vegetarian

Vegetarian
vegetarian
Can't eat nuts or mushrooms
Celiac
Don't like nuts or hard food
Vegan
I am an older citizen so i need low sodium and fat meals
high fibre diet
Currently on a weight loss diet

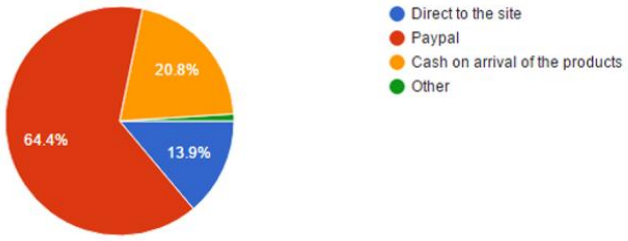
In terms of your ease of navigating through a website, which of the following do you consider yourself to be?
(102 responses)



Are you more likely to use this service if it was in the form of an app?
(102 responses)



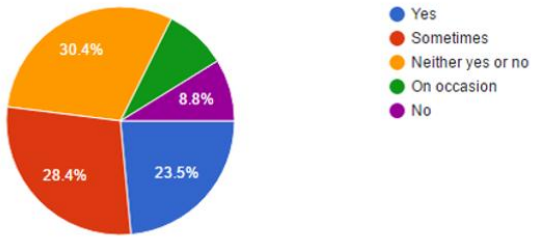
Which method of payment do you prefer in a website? (101 responses)



If 'other' please explain (1 response)

Like using a credit card

Do you prefer free range/organic food? (102 responses)



What is the one thing you would change about Tesco's' or Supervalue's online grocery website/app?
(92 responses)

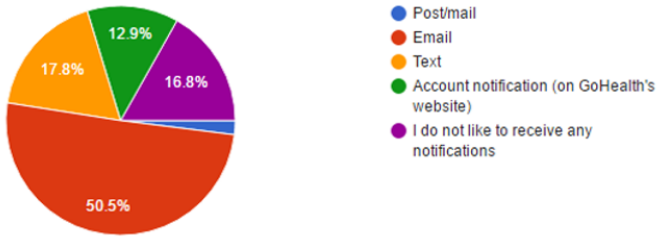
Don't use them
Don't use them
Don't use them
never used them
never used them
never used them
More bargains
More bargains
I dont use it
I dont use it
Special offers
Special offers
I have never used either
I have never used either
Never used it
Never used it
delivery times
delivery times
looks complicated
looks complicated
never used it

	never used it
	Never used them
	Never used them
	The delivery cost
	Best before date for veg
	Not advertised enough
	difficult to use
	there is too much to search through
	special offers for ordering online
	I do not use it so I'm not sure
	not very user friendly
	There's too much text
	I dont use them
	the pictures are hard to see
	I have never used it
	Better Pictures
	make it a bit quicker to use
	I never use them
	I am not familiar with them
	tesco - easier to read
	I have never used them
	Can take a while to find the items
	I don't use it but I feel like it would take ages
	I don't think its quicker
	I never use it
	don't use it
	to be able to choose expiry date of vegetables
	Would like to get special offfers
	Don't know
	Never use them
	No comment
	Give more accurate delivery times
	nothing
	More special offers
	don't use them
	more offfers
	Faster delivery
	special offers

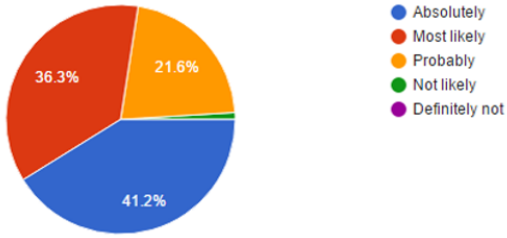
Faster delivery
special offers
Don't shop on-line
N/A
Discounts
i dont use them because I dont own a credit card
Disciount for loyal customers
I dont know them
Ive never used it
Cheaper delivery
Better pictures
The pictures and descriptions aren't great in my opinion
I cant see the expiry dates on the products
The pictures could be bigger
The writing is very small
should be free delivery because they don't have to cost of cashiers security ect
their delivery times
the text is very small
I don't know
Theres a lot of writing
too much writing
Hard to figure out
delivery charges
cheaper delivery
They're sometimes out of stock of things which they don't tell you until they are delivered
They mess up my order or change the items
freshness control
I don't use it
never used they, they're not advertised very much
ease of use
Its a bit confusing
Discounts for regular customers
Duno
It takes ages to use
Maybe if you could pick your freshness I dont know if you can or not already

How do you prefer to receive notifications about a companies products, promotions or updates?

(101 responses)



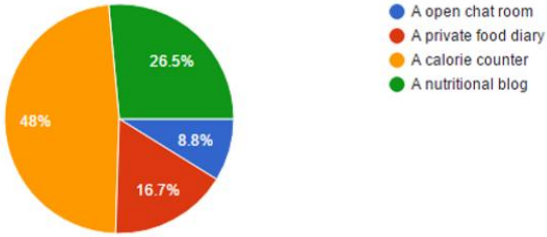
Are you more likely to stay loyal to GoHealth if a 'loyalty' system was in place (Example; 30% off your 5th order)
(102 responses)



If 'Not Likely' or 'Definitely not' please explain why (1 response)

I prefer to grocery shop in person

Which of following would most interest you as an 'extra' for the website?
(102 responses)



Is there anything else you would like to add? (46 responses)

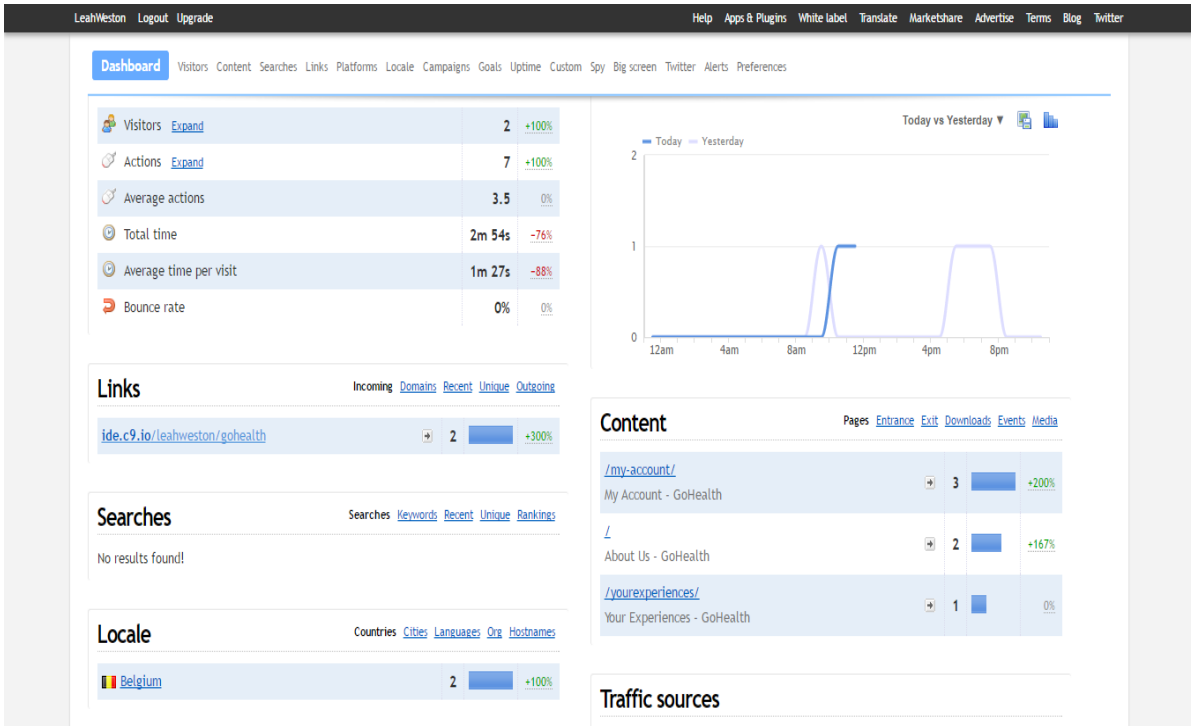
No
No
No

	No
	No
	No
	No
	No
	No
	no
	no
	no
	no
	no
	no
	no
	no thank you
	no thank you
	N/A
	N/A
	the ability to connect with other customers would be nice
	I may be outside he age for this product
	Interesting idea
	Celiac lunch meals would be great because theyre very hard to find
	I'm not too interested in overly 'healthy' food
	The look of the food may make me more or less likely to buy
	I like the idea
	If the website looks simple ill be more likely to use it
	This would be great for work lunches but I would prefer a freshly cooked dinner
	student discounts might be a good idea
	I the food is satisfying this is a great idea
	I'd be interested in lunches and snacks
	If they have nice vegetarian meals I would be very interested
	Depending on the the price of the meals I think this is a great idea
	Great idea for a food service
	is there an option to pay cash at the door?
	interesting company
	how much are the meals?
	a calorie counter would be great

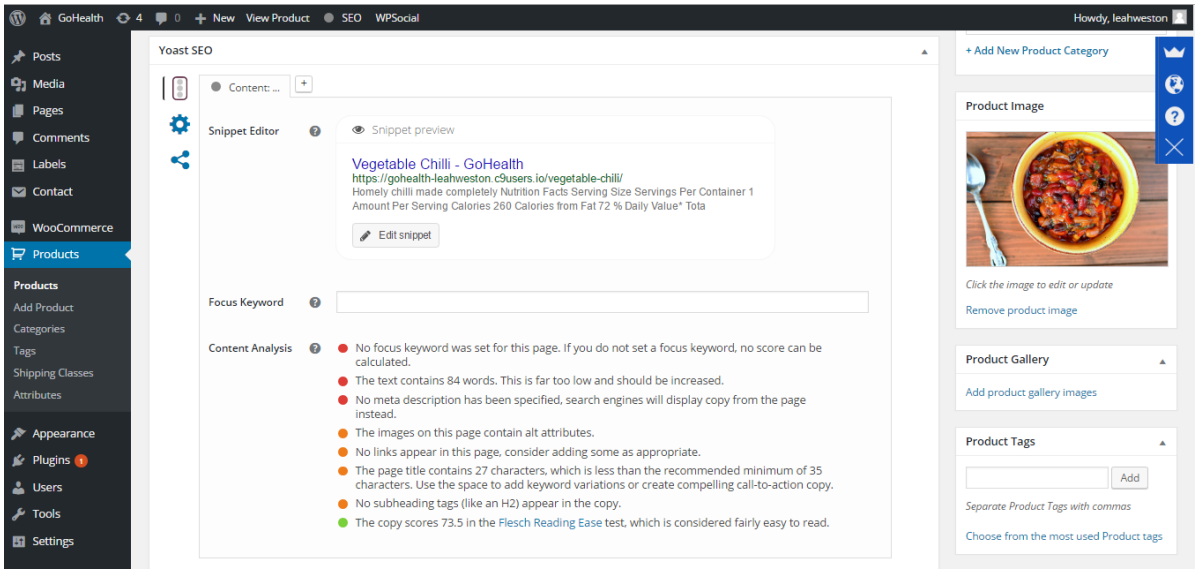
healthy fresh snacks would be a great idea
I would be interested in high fibre meals
great healthy option
interesting concept
.
Great alternative

14.8 Prototype Screenshots

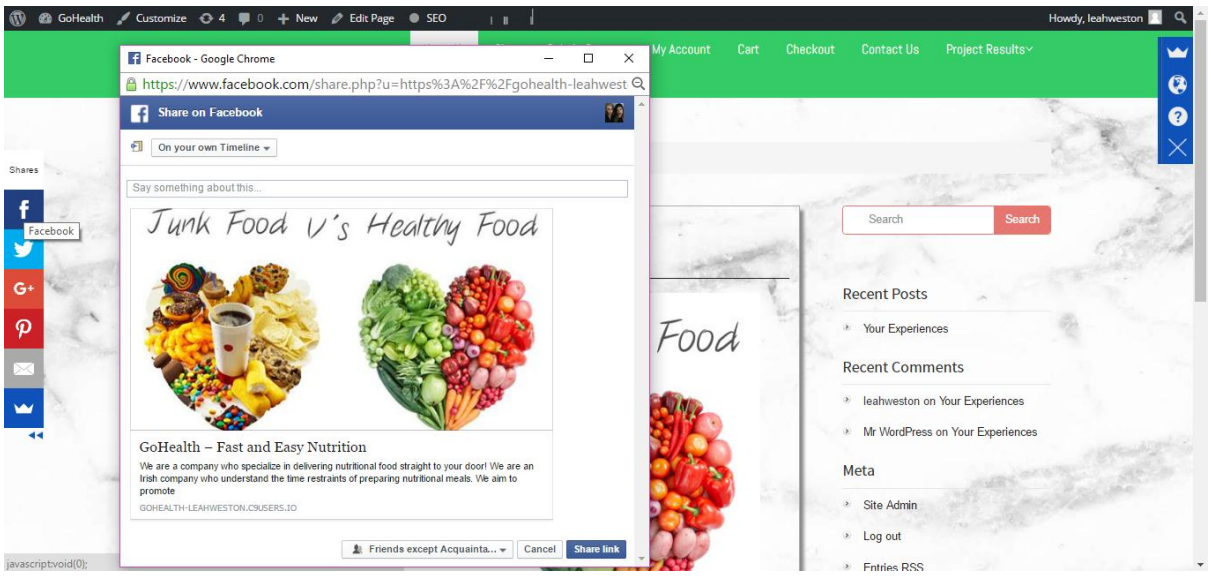
Cookies



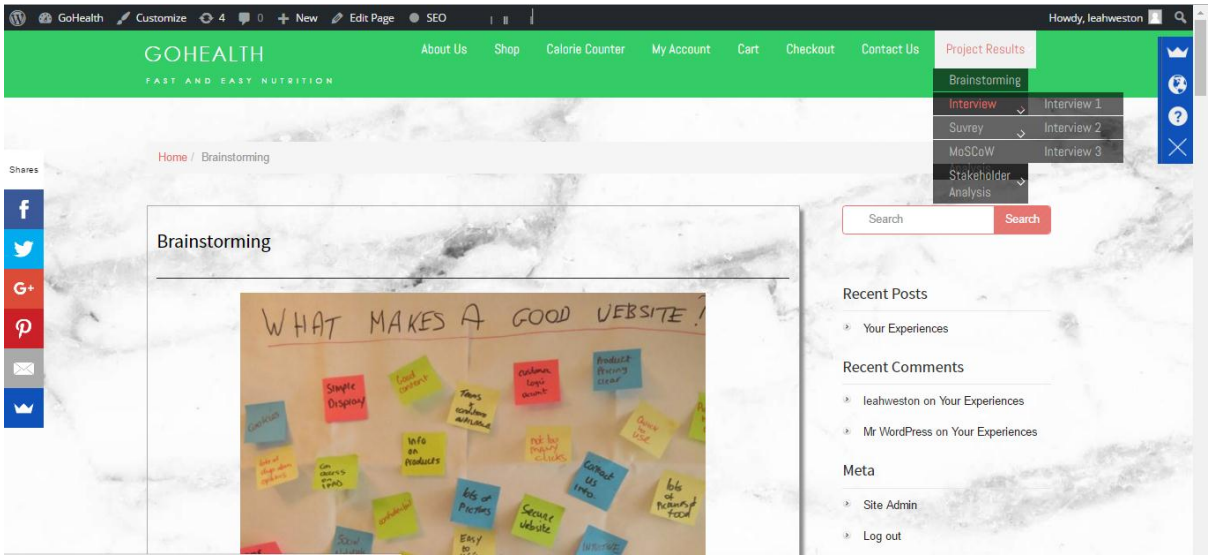
Search engine optimization (SEO)



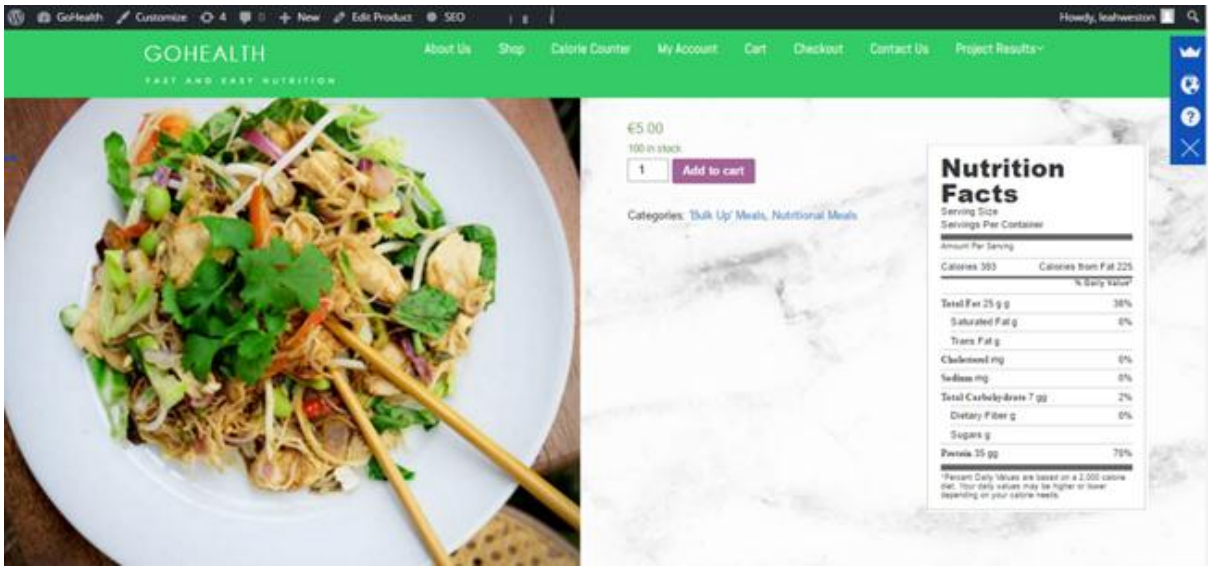
Social Media booster



Project website



Product nutritional labels



15.0 Supervisor Arrangements

Ron Eliot is my supervisor and I also my lecturer for Requirements Management in semester 1. This makes it easy to stay in contact with him. I meet up with Ron regularly at arranged meetings and also at the end of our scheduled class. I keep in contact with him though my student email and also in person after class.

I would like to acknowledge his support, expertise and advice throughout this project.

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