Declaration Cover Sheet for Project Submission

SECTION 1 *Student to complete*

Name:
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Supervisor:
Ron Elliot

SECTION 2 Confirmation of Authorship

The acceptance of your work is subject to your signature on the following declaration:

I confirm that I have read the College statement on plagiarism (summarised overleaf and printed in full in the Student Handbook) and that the work I have submitted for assessment is entirely my own work.

Signature: Michael Fox Date: 11-05-16

NB. If it is suspected that your assignment contains the work of others falsely represented as your own, it will be referred to the College's Disciplinary Committee. Should the Committee be satisfied that plagiarism has occurred this is likely to lead to your failing the module and possibly to your being suspended or expelled from college.

Complete the sections above and attach it to the front of one of the copies of your assignment,

Using Requirements elicitation techniques to gather website requirements for St Malachys Football Club

By

Michael Fox

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A Thesis submitted in partial fulfilment of the requirements for the degree of:

Bachelor of Science in Technology Management

At the

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Contents

Introduction

My name is Michael Fox I'm currently a 4th year student studying technology management in the National College of Ireland. As part of my final year I have to complete a thesis and have undertaken this project and have fully completed all of the work required. For the purpose of this project I've acted as a business analyst for my client and the overall project goal was to use requirements elicitation techniques to gather information and statistics and report back to the client with the information I've gathered. With the information gathered I will be looking to find way to improve the football club and looking especially at how technology impacts the football club

Client: St Malachys Football Club. The client I have worked with is an amateur football club St Malachys Fc. The main reason I've worked with them is because I'm a member of the club and currently play for the senior team. I see first-hand just how the club is run, who is in charge of each aspect of the club. Before I started this project I already had some ideas on how I thought the club could improve and how certain operations of the club could be altered to make the running of the club more efficient. This project will cover a full range of topics including a look at the stakeholders involved with the club, the need of the club that comes with the project as well as the an explanation of the requirements elicitation techniques I decided to use during the project, an explanation on why I choose them and a full and comprehensive analysis of the results gathered from these techniques.

Need

To improve the overall football club with the aim to increase memberships, increase social media usage, create an online presence, become more present in the local community, better the form of communication between coaches and players, increase coaching abilities, better financial structure including sponsorship and internal funding (club shop). Requirement elicitation techniques will be used to gain information and opinion from stakeholders as to how to go about meeting the need of the project for it be a success.

The following are a list of ways to meet the need of the club and will be looked at and researched in detail:

- Website (Results, league tables, forum)

- Funding (internal: Lotto, golf society etc...)

- Subscriptions paid through the website to make things easier for managers and the treasurer

- Online coaching courses and tutorials for players and managers

- Club shop on the website

- Weekly newsletter (online)

- Social Media (Twitter, Facebook, Instagram etc.…)

Background

St Malachy's Football club are based in Edemore on the Northside Dublin. The club which was founded in 1968 currently have a large number of schoolboy teams as well as having a men's senior team. The club is members of the Dublin District Schoolboys league and the Amateur Union League. The clubs home pitches and training facilities are on Springdale road, Dublin 5. As the club look to continue to grow their membership numbers they want to find ways to improve the already enjoyable experience all its players get from the game they love to play and have asked me to explore ways to improve the football club. The club have signalled their attention to make 2016 a very significant year as the building of a brand new club house with changing facilities, and a new training pitch being built. They want to put the club house to good use so the improving of the club internally will reflect externally as they hope to continue to attract more young players from the local community to come and play for the club as well as looking for support from the wider community to help this great club grow. The club is currently way behind on certain technological aspects which have become accustomed to the vast majority of local amateur football clubs in that they all have fully functioning websites as well as up to date social media accounts. I believe I can greatly help the club with these aspects throughout the course of this project.

Technical Approach

The club needs a website which once completed can be run by a member of the clubs board who doesn't have a background in web design so the website must be clean, easy to access and easy to edit. The website will provide members with an up to date, easy to navigate site with important information such as latest news, fixtures, photos etc.

The design of the website will incorporate the clubs crest as well as the clubs colour (green). In order to effectively gain new club members the website must meet the requirements set out by the client who is Johnny Hobbs club secretary.

An initial kick off meeting as already taken place which came up with the initial idea for the project. An analysis session then helped to outline the key requirements for the website which have now been clearly outlined and agreed upon. There is no fee involved in this project which must be completed fully by Thursday May 11th 2016. Other key dates have been drawn up before the finished date. I will remain in constant communication with my client and will adhere to any changes they may want to make or add in to the project once time allows it. I will also revisit any aspect of the project my client may want to be reviewed.

The social media accounts which the club currently operate (Facebook) must be updated more regularly almost on a day to day schedule. A twitter and Instagram account will also be set up to give the clubs followers an up to date look at what going on with the club i.e. news, fixtures, photo galleries, results, videos etc.…

Project Deliverables and Beneficiaries

At the end of this project the aim is to have completed fully the chosen requirements elicitation techniques which will be completed throughout the project lifecycle. Once the results have been gathered they will be analysed and reported back to the client. These results will give a firm indication of the ways in which the club can improve itself and how technology can have a very positive impact on the running of the club. The results gathered will also show just what is needed for the club to have a fully functioning website with all the important club information available for all to see. The website will run solely by a volunteer of the club and be updated on a regular basis. The website can be accessed by a member of the clubs board by email and password if a change or update needs to be made. The results from the requirement elicitation techniques will state what the functional aspects of the website will be and will give a look at how it should be designed and the layout of each page on the site. St Malachys Football Club and its members (Players and Coaches) will be the main beneficiaries of this project once it's completed. The main benefits from the outcome of this project will be:

- Clubs cost will be reduced as information will go on the website instead of being sent around by phone text/call.

- Clubs members will get information to members quicker instead of contacting them one by one

- Clubs members will be kept up to date with important information every day

- The clubs website will greatly attract new members.

- The clubs members will have an input into the functional aspects and design of the website.

- The club will have a number of social media accounts to help broaden their image in the wider community.

- The social media accounts will keep all of their followers up to date on the clubs news.

- The club can use the website and social media accounts as a platform to market any upcoming events they may be having.

Special Resources Required

The first main resources is human resources. Michael Fox will cover the whole project. Tasks include writing up all of the necessary documents for the project, drawing up the requirements specification as well as the overall analysis and the requirements of the website. Also the completion and analysis of all of the requirements elicitation techniques. Marketing, Human resource, web design and document editing are all vital skills which will be greatly important to this project.

Next is non-person resources. This can be equipment, supplies and facilities needed to complete the project. A computer, and colour printer will be needed for drawing up

necessary documents and for handing over any important documents the client may wish to see. Colour photocopier will enable us to copy any documents that are important. A meeting room with a projector will be used for presentations

Work Breakdown Structure

The below work breakdown structure and Gantt chart details each deliverable for the project split into different phases. The work breakdown structure has helped organize each task so that the workload is spread out over the time in which the project needs to be complete. The work breakdown structure takes into account holidays, exams and days that continuous assessments are on so that the work load doesn't become too much.

		Task Mode	Task Name	Duration	Start	Finish	Predecessor
1		📌	◢ Initiating	167 days	Tue 22/09/1!	Wed 11/05/16	
2		📌	Find Client	9 days	Tue 22/09/1!	Fri 02/10/15	
3		📌	Appoint Project Manager	9 days	Mon 05/10/1	Thu 15/10/15	2
4		📌	◢ Project Kick off meeting	3 days	Tue 22/09/1!	Thu 24/09/15	
5		📌	Create Agenda	1 day	Tue 22/09/1!	Tue 22/09/15	
6		📌	Brainstorm Idea	1 day	Wed 23/09/1	Wed 23/09/15	5
7		📌	Conduct Research	1 day	Wed 23/09/1	Wed 23/09/15	6
8		📌	Decide on final project concept	1 day	Wed 23/09/1	Wed 23/09/15	7
9		📌	Identify Key Stakeholder	1 day	Wed 23/09/1	Wed 23/09/15	8
10		📌	◢ Planning	167 days	Tue 22/09/1!	Wed 11/05/16	
11		📌	◢ Project Proposal	9 days	Tue 22/09/1!	Fri 02/10/15	
12		📌	Introduction	9 days	Tue 22/09/1!	Fri 02/10/15	
13		📌	Background	9 days	Tue 22/09/1!	Fri 02/10/15	12
14		📌	Technical Approach	9 days	Tue 22/09/1!	Fri 02/10/15	13
15		📌	Special Resources	9 days	Tue 22/09/1!	Fri 02/10/15	14
16		📌	WBS	9 days	Tue 22/09/1!	Fri 02/10/15	15
17		📌	Technical Details	9 days	Tue 22/09/1!	Fri 02/10/15	16
18		📌	Signature and date	9 days	Tue 22/09/1!	Fri 02/10/15	17
19		📌	Requirement Specification	34 days	Tue 22/09/1!	Fri 06/11/15	

		Task Mode	Task Name	Duration	Start	Finish	Predeces
20		📌	Project analysis and design	54 days	Tue 22/09/1!	Fri 04/12/15	
21		🏳	◢ Website	44 days	Tue 22/09/1!	Fri 20/11/15	
22		📌	Brainstorm layout + design ideas	34 days	Tue 22/09/1!	Fri 06/11/15	
23		📌	Research existing websites	34 days	Tue 22/09/1!	Fri 06/11/15	
24		📌	Identify key features	44 days	Tue 22/09/1!	Fri 20/11/15	
25		📌	Develop a mock website	44 days	Tue 22/09/1!	Fri 20/11/15	
26		📌	◢ Mid-point presentation	110 days	Fri 04/12/15	Thu 05/05/16	
27		📌	List relevant topics	45 days	Fri 04/12/15	Thu 04/02/16	
28		📌	create first draft	45 days	Fri 04/12/15	Thu 04/02/16	27
29		📌	ensure all topics are covered	45 days	Fri 04/12/15	Thu 04/02/16	28
30		📌	perform timed practice	45 days	Fri 04/12/15	Thu 04/02/16	29
31		📌	demo prototype	45 days	Fri 04/12/15	Thu 04/02/16	30
32		📌	make adjustments	45 days	Fri 04/12/15	Thu 04/02/16	31
33		📌	create presentation	45 days	Fri 04/12/15	Thu 04/02/16	32
34		📌	conduct presentation	45 days	Fri 04/12/15	Thu 04/02/16	33
35		📌	perform presentation	45 days	Fri 04/12/15	Thu 04/02/16	
36							
37		📌	◢ Executing	162 days	Tue 22/09/1!	Wed 04/05/16	
38		📌	Create project email	2 days	Tue 22/09/1!	Wed 23/09/15	

	❶	Task Mode ▾	Task Name ▾	Duration ▾	Start ▾	Finish ▾	Predecessor
39		⚲	⊿ **Website**	**134 days**	**Fri 06/11/15**	**Wed 11/05/16**	
40		⚲	implement website mock layout	127 days	Fri 06/11/15	Sun 01/05/16	
41		⚲	Gather Information	127 days	Fri 06/11/15	Mon 02/05/16	40
42		⚲	Create website page	127 days	Fri 06/11/15	Mon 02/05/16	41
43		⚲	Gather photos for web pages	127 days	Fri 06/11/15	Mon 02/05/16	42
44		⚲	Add social media links	127 days	Tue 03/05/16	Wed 26/10/16	43
45		⚲	Project Beta Version	0 days	Sat 30/04/16	Sat 30/04/16	44
46		⚲	⊿ **Early Increment**	**1 day?**	**Mon 08/02/16**	**Mon 08/02/16**	
47		⬓	⊿ **social media**	**2 days**	**Tue 09/02/16**	**Wed 10/02/16**	
48		⚲	increase social media usage	1 day	Tue 09/02/16	Tue 09/02/16	
49		⚲	expand fan base	1 day	Wed 10/02/16	Wed 10/02/16	48
50		⚲	⊿ **Website**	**68 days**	**Mon 08/02/16**	**Wed 11/05/16**	
51		⚲	final adjustments	68 days	Mon 08/02/16	Wed 11/05/16	
52		⚲	update pages	68 days	Mon 08/02/16	Wed 11/05/16	51
53		⚲	add more content	68 days	Mon 08/02/16	Wed 11/05/16	52
54		⚲	finalize pages	68 days	Mon 08/02/16	Wed 11/05/16	53
55		⚲	⊿ **Test website functionality**	**41 days**	**Wed 16/03/16**	**Wed 11/05/16**	
56		⚲	test pages	41 days	Wed 16/03/16	Wed 11/05/16	
57		⚲	stakeholder testing	41 days	Wed 16/03/16	Wed 11/05/16	56

	❶	Task Mode ▾	Task Name ▾	Duration ▾	Start ▾	Finish ▾	Predecessor
61		⚲	develop questionnaire	41 days	Wed 16/03/16	Wed 11/05/16	60
62		⚲	conduct interviews	41 days	Wed 16/03/16	Wed 11/05/16	61
63		⚲	gather information	41 days	Wed 16/03/16	Wed 11/05/16	62
64		⚲	make appropriate alterations	41 days	Wed 16/03/16	Wed 11/05/16	63
65		⚲	⊿ **Closing**	**41 days**	**Wed 16/03/16**	**Wed 11/05/16**	
66		⚲	project final documenations	40 days	Thu 17/03/16	Wed 11/05/16	
67		⚲	develop final document	40 days	Thu 17/03/16	Wed 11/05/16	66
68		⚲	Review final document	40 days	Thu 17/03/16	Wed 11/05/16	67
69		⚲	print hard copy	40 days	Thu 17/03/16	Wed 11/05/16	68
70		⚲	Upload final document	40 days	Thu 17/03/16	Wed 11/05/16	69
71		⚲	⊿ **Project final presentation**	**10 days**	**Thu 12/05/16**	**Wed 25/05/16**	
72		⚲	list relevant topics	10 days	Thu 12/05/16	Wed 25/05/16	
73		⚲	create first draft	5 days	Thu 12/05/16	Wed 18/05/16	72
74		⚲	ensure all topics are covered	5 days	Thu 12/05/16	Wed 18/05/16	73
75		⚲	perform timed practice	4 days	Thu 12/05/16	Tue 17/05/16	74
76		⚲	make appropriate alterations	4 days	Thu 12/05/16	Tue 17/05/16	75
77		⚲	create final project presentation	4 days	Thu 12/05/16	Tue 17/05/16	76
78		⚲	conduct final project presentation	1 day	Thu 12/05/16	Thu 12/05/16	77
79		⚲	Project showcase	4 days	Sat 21/05/16	Wed 25/05/16	78

All written documents for this project will be drawn up using Microsoft word. This documents will be saved on a personal computer as well as drop box and a memory stick. Duplicates will be made of these files in case of any problems they may encounter.

The work breakdown structure was completed in full using Microsoft project. The WBS has gone into the above project proposal using screenshots taken from the computer, The WBS will also be seen in the final project document.

Survey monkey will be used for the creation of surveys and the results can be reviewed online using the graphs given on the survey monkey website

Any necessary online mock ups for the website will be drawn up on moqups.com. This will give an idea of how the website will looked and be designed. These mock ups will go into the weekly journal as well as the finished document.

All deliverables will be uploaded through moodle which can be found through the student portal. These deliverables must be completed on or before the given dates.

A website blog will be designed on wordpress.com. Word Press is an online website creation application which is written in php. It's considered the most powerful website content management system. The website will be saved on word press website when edited. The website blog will be used to show the progress of the project as well as displaying results from the requirements elicitation techniques and the monthly journals. Any information required by the website for logging in as well as important website data will be stored on a database which will allow a lot of data be stored on it. This data can be edited as well as being added to.

Evaluation

This project has an excellent chance of being completed if all the deliverables are completed fully and uploaded on time. The project scope may differ from what is planned over the course of the project but the overall goal will remain the same. The first main goal of this project is to upload this project proposal which has been completed. An agile approach will be undertaken during the course of the project as I will remain in constant communication with my client about the progress of the project and aspects of the project can be revisited and changed at any time during the course of the project lifecycle.

There may be some difficulty with the technical aspects required for this project such as using word press and creating surveys. Online tutorials and help from supervisors will greatly help this matter if any problems do arise.

Online journals will be completed monthly which will help keep track of work completed from that month. These journals once completed will be uploaded to moodle and uploaded to the project blog website.

Monthly meetings with my appointed project supervisor will help the overall project. These meetings will be used to get advice from the supervisor and for the supervisor to see just how the project is progressing. Once the project plan and work breakdown structure is followed as close as possible with hard work, dedication tis project can be a success.

Stakeholder Analysis

Stakeholder List

1. Club Chairman - Responsible for the overseeing of the football club. Final decision on all projects within the club.

2. Club secretary – First point of contact within the club. Responsible for informing project manager of what the club wants.

3. Managers – In charge of the teams will be contacted as part of the requirements elicitation gathering.

4. Players – Senior team players will be contacted as part of the requirements elicitation gathering.

5. Parents – Parents of the players will want to see the club improve

6. League associations – Aul, DDSl the club is a member of both these organisations

7. Project Supervisor – Contacted regularly for advice on all deliverables

8. Interest Groups (Community) – The club is looking to reach out to the community to gain attraction.

9. Project Manager – in charge of researching ways to develop the club using requirements elicitation techniques.

10. Suppliers – The clubs suppliers of gear will be looked at and how the club sells the gear to its members.

11. Club board officials – The project will be discussed by the board at monthly meetings

12. Sponsors – Clubs current sponsor for teams match day and training gear.

13. Partners – other football clubs will be looked at and possible link up can be made.

14. Social Media team – The club volunteer(S) will be contacted with regards to the social media usage of the club

15. Treasurer - the club official in charge of the financial aspect of the club

16. Website developer – an external contractor may be contacted to discuss a potential club website

17. Volunteers – club volunteers will be consulted during the requirements elicitation gathering process.

18. Project Sponsor – Person who is ultimately and solely responsible for the outcome of the project

19. Competitors – Other amateur football clubs local to St Malachys Football Club as well as other sports clubs in the same area.

Importance and influence diagram

HIGH

S2 S8 S15 S1 S4 S12

S3 S17 S5 S7

Level of importance

S6 S16 S9

S11

S13

S10 S14

LOW

HIGH

Level of Influence
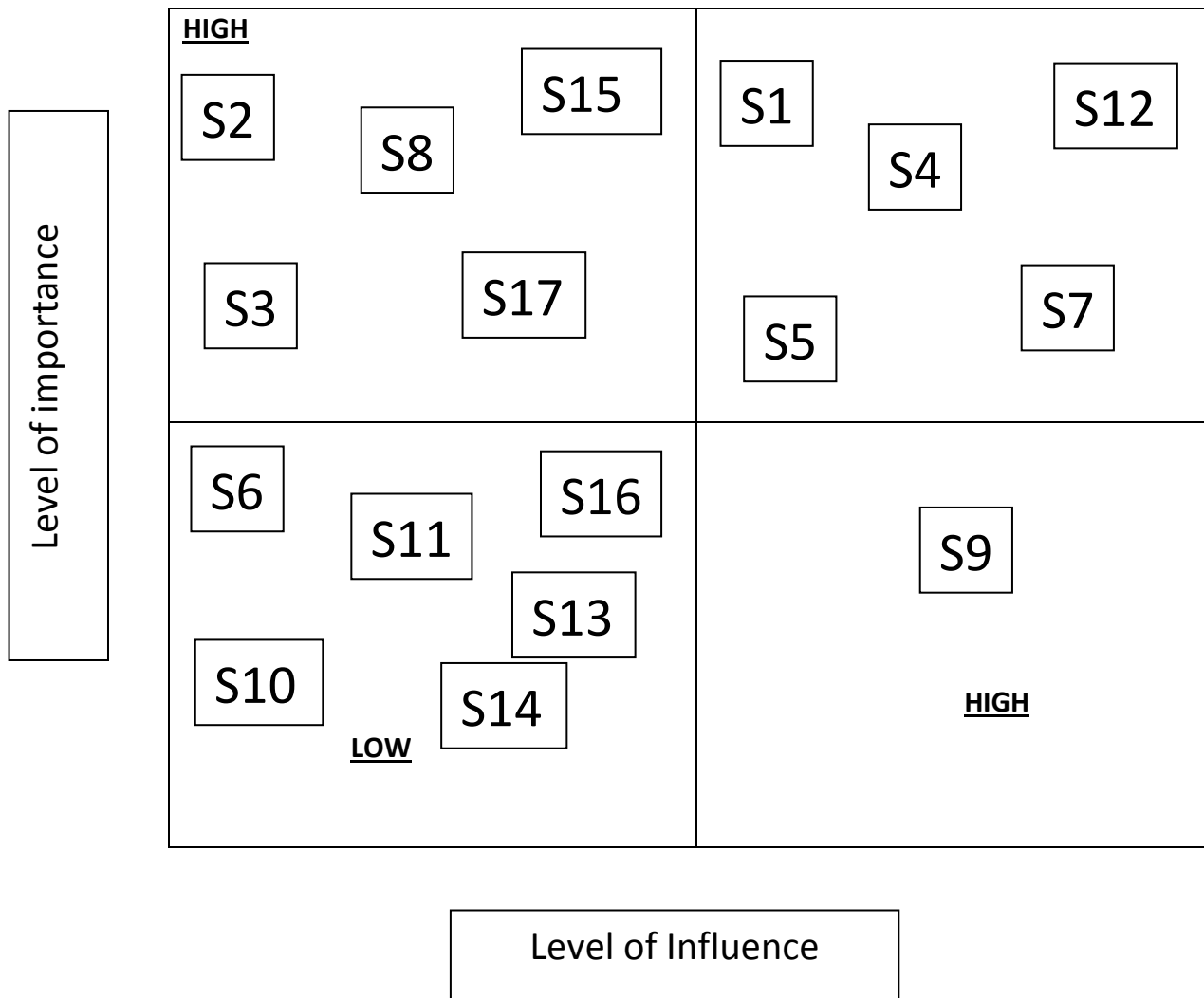
RACI Matrix

A Raci matrix (Responsible, accountable, consulted and informed) is a stakeholder analysis tool used to describe the different participation roles each stakeholder as within a project. It is a very useful tool when trying to see just who is responsible for a certain task in a project. The stakeholders are split up into 4 different categories:

Responsible: those stakeholders that are responsible are the ones who work directly towards achieving the main goal of the task.

Accountable: those stakeholders who have the final decision on the project.

Consulted: experts who are spoken to throughout the project to gather information from.

Informed: stakeholders who are kept in touch with throughout the project without them having a major effect on the process.

S1	Accountable	S9	Responsible
S2	Responsible	S10	Consulted
S3	Informed	S11	Informed
S4	Informed	S12	Consulted
S5	Informed	S13	Consulted
S6	Consulted	S14	Informed, Responsible
S7	Consulted	S15	Accountable
S8	Consulted	S16	Consulted
S17	Informed		

Requirements Elicitation Techniques

Requirements elicitation techniques can be described as the practice and gathering of requirements for a project from customers and stakeholders. These requirements must be collected first before they can be analysed and outlined and put into effect. Before the requirements elicitation can take place a firm understanding of the project need must be outlined as I have done above. Without the project need there is no project so it's important that it's understood and agreed upon by the projects client/main stakeholder(s). Then it's important that the stakeholders of this project are listed and ranked in order of importance and influence.

 Once the stakeholders are analysed the requirements elicitation techniques can begin as the requirements can be gathered from these stakeholders. It's important to involve the stakeholders in this project and to schedule time to meet with these stakeholders. Not involving the stakeholders in this process can lead to them becoming unhappy as they will feel they are not being treated fairly. Now that I've understood who the important stakeholder are linked to this project I can speak to those who are highest in level of importance and influence more regularly than the stakeholders which are low on importance and or influence.

The more requirements elicitation techniques fully completed the more information can be gathered from the different stakeholders. Each technique being done duration the project must be completed before moving onto the next technique and there may be follow ups of the same techniques to the same stakeholders, i.e. follow up interviews or surveys. It's vitally important that during this phase of the project that no conclusions are drawn up before the results are gathered and analysed. There must be also an approval from the project supervisor and or client on what techniques to use and the type of questions to be

asked for that specific technique. The business need must always be the vocal point for the techniques being used.

Brainstorming

Brainstorming will be used to outline the different ways the requirements and deliverables of this project can be dealt with. Brainstorming can be very easy and productive way of coming up with ideas for the project. Brainstorming can help to distinguish different parts of the project like what the need is and also what the stakeholders are looking for. Brainstorming was vital when kick starting a project as it helps to come up with ideas of how to go about the project and what the outcome and goal of the project is. There is no time limit during a brainstorming session to allow for has many ideas as possible. Its correct procedure during a brainstorming session to write everything down usually in a spider diagram with the project aim in the middle and different ideas coming from the aim.

Discussion and deep thinking of the ideas are not needed during these brainstorming sessions as it's only a brief explanation of an idea that is needed to come from brainstorming. When doing a brainstorming session with a group of people (other stakeholders) criticism and shutting down of ideas is strictly forbidden to allow for as many ideas as possible. Brainstorming really encourages its participants to "think outside the box" for creative ideas they can come up with. This is the biggest disadvantage of the brainstorming session as peer pressure and anxiety to speak up can lead to individuals who may have very good knowledge about the business need may not speak up about good ideas they may have. At the end of the brainstorming sessions the ideas will be evaluated and the best ideas will be shortlisted and chosen to do. A facilitator will be appointed during the group brainstorming session which will usually be the project manager.

 The biggest advantage and the main reason I choose to use the technique brainstorming for this project is that the creativity and ideas which can come from a brainstorming session can be very useful for the project. Another major advantage which comes from brainstorming is that you don't have to be an expert at chairing a session you just communicate what the business need is to the participants and allow them to discuss it and share their opinions on the topic. One person can be creative but often need help to shape and fine tune their idea so the brainstorming session will help to come up with the best ideas and run with them for the duration of the project. Future brainstorming sessions will be planned and stakeholders may be involved.

What's needed for a brainstorming session?

- Room (may need to be reserved)

- Copy of the project document and the project need

- Mind maps/spider diagrams

- Approved by supervisor

- Stakeholders may be involved.

- Recording device (IPhone)

- Laptop for displaying any necessary information

Document Analysis

Document analysis can be described as a way of researching existing documents and analysing them to relate them to a specific project deliverable. It is a form of qualitative research where the analysis that comes from the documents such as the project plan, work breakdown structure can help with the project when stakeholders and or experts are not available. Document analysis can be similar to focus groups or interviews as it can give you an increased understanding of any specific document. These documents can also be graded or ranked in order of importance by using a rubric and scoring them. Documents can be split up into 3 different types when doing a project

1. Public Records: These include the documents being created as the project is ongoing. For example the project plan, mission statements, the requirements specification, business case.

2. Personal Documents: These include documents written solely by the project manager such as emails, schedules, journals and social media posts.

3. Physical Evidence: These include presentations, posters and project agendas. These are all visual aspects of the project which can be seen by all stakeholders and external interest groups.

As each document and deliverable for this project is completed it must be proof read by the project manager so it outlines exactly what it is supposed to, to see if there needs to be any additions to the document or to take something out of it and the graded using a rubric. The major advantages which come from document analysis is that it eliminates something called "the researcher effect". This means by just reviewing and reading over document already published its easier to get the information needed as opposed to speaking to someone who you think has the information you need but doesn't fully explain his/her opinions as they may perceive you differently. The documents needed may already be on the internet so they are one click away or they may already be in the local library so they are very easily accessible. The one disadvantage of document analysis which may have an impact on the project is that it can be time consuming. Reading over pages and pages of documents for information and some of which may be incomplete can be very time consuming. Some guidance from the project supervisor may give and idea of what documents are important and where exactly to find them. By using document analysis as one of the requirements elicitation techniques this will enable me to bring any necessary documents with important

results or information into any other of the requirements techniques which will be completed throughout the course of the project.

Interviews

Scheduling an interview with my client is a key part of this project which will help me to build a relationship with them. It's a vital technique when gathering requirements for this project. Interview with my client will give them the chance to express their opinion in their own words and to provide me with a guideline of what they looking for from me and this project. There can be different types of interviews whether they be formal or informal as well as structured or semi-structured. As I already knew my client before the project came about it will be an informal meeting but I will have it structured as specific question which I will have prepared beforehand will be very important to the project. Although it will be a structured meeting I will allow my client as much time as they need to express their own belief and attitudes towards this project and I will ask the client to be honest about what they think of the project and about my performance.

 The question which I have prepared before the meeting will be agreed upon by my project supervisor. The scheduling of these interviews will be important as a time in which I and my client are free and a room to interview my client may need to be booked well in advance. The interview may be recorded on my phone for future reference. Interview with other stakeholders and interest groups may need to take place if more requirements are needed to be gathered for the purpose of this project. The main advantage for the interviewer during the interview is that I can keep the focus of the interviewee on the business need and guide the interviewer through the specific questions which will in turn hopefully lead to important information gathered for that requirements elicitation technique. One disadvantage of this technique is that the interviewee may not have the right amount of knowledge or information with regards to the topic of the interview and the business need so it's important to know exactly who to interview as the stakeholder being interviewed must understand and have their own opinion on the business need.

What's needed for an interview?

- A room to interview my client

- Both myself and the client must be in attendance

- A private journal to write down notes

- Potential questions

- Question agreed with my supervisor

- Meeting time and place agreed with my client

A number of interview will take place during the course of the project with the appropriate stakeholders. Once the results from the interviews are gathered and analysed a follow up interview with that same stakeholder may be necessary to go into more detail on some of the information gathered from that first interview.

Survey/Questionnaire

A survey and or a questionnaire can be used multiple times throughout the project process in order to gather as much date or information as needed. They are primarily used early in the project process to understand what's needed to kick-start the process. The questions which will be agreed and approved by my supervisor will be aimed at gathering one word or short answers with specific direction which can help to stay away from information which is not needed and long drawn out answers. The questions can be either open or closed but must be short in order to get information as quickly and efficiently as possible. A major advantage of using surveys or questionnaires as one of the requirements elicitation techniques during the course of the project is that it's doesn't take long to be drawn up and it doesn't take long to be completed and there is no limit on how many stakeholders can complete it but there must be more than 20 stakeholders to fully complete it, any less than 20 can prove difficult for the project manager and the client to review and analyse as it is too small a sample size.

 One major benefit of surveys and questionnaires is that they can be sent to multiple different stakeholders or other users which can get the information back to the project manager in as quick a time as possible. Another major advantage which comes from surveys and questionnaires is that a large different type of data is collected, for example values, attitudes and factual data can all come from stakeholders participating in surveys or questionnaires. Although one major drawback of a survey or questionnaire is it can stop stakeholders giving their opinion on some of the questions or on the project as they may have some valid input for the project. Overall though surveys and questionnaires help the project manager to guide them on what to do next as they will be completed early on in the project.

Once the results are gathered they can be analysed and a checklist can be drawn up by the project manager of all the answers from the survey or questionnaire which can help to rule out ideas and also to think of new ways to go about the project if good constructive and consistent answers come from the information gathered. Survey monkey online will be used for the creation of the survey and questionnaire which will help in the analysis of the information as the results can be viewed in different ways such as graphs, tables and bar charts and the results of each question are clearly outlined. The graphs and other tools which display the results can be of great benefit to the project as it will help stakeholders and the client especially to understand the results gathered and make them more easily to be displayed. This can be an extremely beneficial part of a project if it is done correctly. They can also be done at later stage once improvements have been made to check the project in its latter stages. Once the results gathered from the initial surveys or questionnaire which have been completed and analysed, a follow up survey or questionnaire can be rolled out to

the same or different stakeholders focusing more in detail on any information I feel will be beneficial for the project and the client.

Group Work

Group work can be another major part of the requirements elicitation techniques are some excellent benefits can produce great outcomes for the project. Group work allows more than one stakeholder get together to talk about the project. All stakeholders present at the group work can get their opinions across to the other stakeholders and the project manager which can promote cooperation. Group work may prove difficult to organise as getting multiple stakeholders in the same room at the same time can be tough. Also their will need to be a chair of the group work meeting whose duty will be to manage the group work session and to instruct the stakeholders of what's needed from them during the meeting.

One major advantage that comes from group work is that it can prove to be very productive as you have a number of different stakeholders of the project to come together and work towards meeting the business needs. The stakeholders which participate in the group work session may come from different backgrounds and the differing skills and experience each stakeholders has can all come tighter and help shape up ideas and opinions which can come from a group work session. The project manager must make sure the stakeholders in attendance are happy with what the aim of the group work session is and all stakeholders must feel fairly treated and given equal amount of time and responsibility to get their opinions across to the other stakeholders. It's crucial to these meetings that all stakeholders are honest and truth about their feelings towards the project which can have a negative affect if a very contentious project point is being discussed. The positive outcome of group work is however improved relationships amongst stakeholders and agreed goals and aims of the project agreed by with the project manager.

What is needed for a group work session?

- Room (may need to be booked in advanced)

- Recording tools (phone)

- Pen and paper to record information

- Stakeholders (must be more than 1)

- Stakeholders must be free on the agreed time and date of the group work session.

Observation

Observation is a very popular requirements elicitation techniques which is widely used in projects. Observation technique is the project manager/analyst way of doing the project and its processes and the review of these deliverables. This technique can link In with all other techniques and it's a way of reviewing documents before they are completed in case

anything is missing or anything needs to be added into these documents. The technique can also be to study the project stakeholders and how they go about their work. This can greatly help the analyst with how to go about the project or the process which relates to the stakeholder. The analyst who acts as the observer will remain silent and just watch how the stakeholder works and the environment the stakeholder is in. The analyst will take notes which can be used to improve the project. The project manager can use this requirements elicitation technique when sitting it on meetings with the client.

 The major advantage of observation is that it's an excellent way of seeing how the clients business operates and the data collected from observation is very valuable. Although this can be very beneficial to the project there is also some drawbacks. This can hinder the work being done by the stakeholder whilst the analyst is observing. This may take up a fair bit of time as stakeholders will just go through their normal day to day working routine. Also it's highly unlikely that the analyst will be able to observe all different types of scenarios that can relates to project deliverables. It's important though to make constant communication with the stakeholders throughout the project so observation can improve communication greatly as it gets the stakeholder in the same room as the analyst/project manager and through that relationships can improve profoundly. The notes and information the analyst records along with the experience gathered through observation will help the project massively as well as improve the analyst requirements elicitation techniques. If the observation of the stakeholder is to take place its best that the more important stakeholders are used rather than less influential stakeholders.

Focus Group

Focus Groups are very popular amongst requirement elicitation engineers as it is a great way to gain information from stakeholders. The project manager or analyst will be the moderator for the focus group where question will be put to the stakeholders in order to gain feedback. The question put to the focus group will be decided before the meeting begins and they are aimed at gathering information and data from the stakeholders who will be asked to voice their opinions on the project or any of the project deliverables. The focus group generally has between 6 and 12 stakeholders in attendance. The aim of the moderator is to ask open answered questions, involve all stakeholders in attendance and to voice their own opinion as well as to just listen and record the feedback from the stakeholders.

 The main reason why focus groups have been selected as one of the requirements elicitation techniques used during the course of the project is that it's an excellent technique to use to gather information from a number of stakeholders at the same time. One major benefit that comes from focus groups as it saves time as it gets a number of stakeholders in a room at the same times instead of having to interview them one at a time. This allows the project manager to listen to the ideas and opinions the stakeholders have on the project and the overall business need of the project. The one major disadvantage which comes from the technique focus group is that stakeholders in attendance may not be

confident enough to speak up and voice their opinions and disagreements between stakeholders are a massive distraction from the aim of the focus group. The information gathered from the focus group will help to give the analyst a better understanding of what the stakeholder's opinions are and what exactly they are looking for from the project.   Once the feedback is understood it can help the analyst to make any improvements to the project or to leave out any existing parts of the project that is not needed.

What is needed for a focus group?

- A room (may need to be booked in advance)

- No less than 6 and no more than 12 stakeholders in attendance

- Recording tool (phone)

- Pen and paper

- Structured questions

- Questions agreed with project supervisor

- Moderator (myself)

- Work Breakdown Structure

Prototyping

Prototyping is another requirements elicitation technique which will be used and very important for this project. A prototyping is defined as an initial version of a system which is being created to give the client an early look at what's being created. The main reason why this technique is being used for the requirements elicitation is that it will allow the client to experiment with the mock-up of the system and the client can voice their opinions on the benefits or drawbacks the system will have and any additions they take needs to be made.

One major advantage of prototyping is that it's a cheap way of viewing what the system and in this case for the project what the website will look like before the client has to pay high costs for a developer to fully create the website. It gives the client a real input into the design of the website and its layout. Sample tests can be used during the prototyping phase to see if functional aspects of the website are feasible and attainable.   Throw away prototyping will be used for this technique because the requirements for the website have not be outlined by the client therefore the results from the other requirements elicitation techniques will have a major impact on the design and layout of the project. The mock ups for the website will be created using the online tool balsamiq.com.

Estimating

Another requirements elicitation technique which will be used during this project is estimating. Estimating is defined as estimating the requirements effort needed to complete a project in full. It's important to understand exactly what needs to be done during the project and estimating how long the project will take to meet the business need. The best way to do this is to break down the whole project into smaller phases so that they are

understood and split into user stories instead of just viewing every part of the project the same. An agile approach will be adopted right throughout this project which helps with estimating as any part of the project which needs to be altered can be changed even if it's a late change or a change to something which was done right at the start of the project. Brainstorming can be linked into estimating as it gives a chance to discuss certain parts of the project with the client or another stakeholder who is actually going to do the work. The work breakdown structure can also be an important part of estimating as it helps to outline all the important deliverables throughout the project and exactly when these deliverables need to be completed by. It's also important to understand that certain aspects of the project will take longer than others for example it will not take long for stakeholders to fill in a short survey but it will take time to complete a full sit down interview with one or a number of stakeholders linked to the project.

Acceptance and valuation criteria definition

Another requirements elicitation technique which is to be completed throughout the course for the project is the acceptance and valuation criteria definition of the requirements needed for the project to be a success. This is defined as a clear Arrangements will be made to perform practice presentations in front of one or more stakeholders in order to gain feedback and to make any improvements to the presentation such as slide design, information in the slides and presentation style. Some of the topics which will be covered in the presentation will have been agreed with by my project supervisor and it will give me a direction as to what way the presentation should be laid out. With help from my supervisor I will know what needs to go in my slides and what is not relevant to the presentation. It will be vital that the information in the slides I will have remembered almost off by heart and be able to speak about them in depth if needs be. The presentation will have time limit so it's important that when I rehearse it the presentation is within the time limit and also leaving time for questions from attendees at the end of the slides.

Presentations

Throughout this project there are 2 major presentations which will take place. The first of these presentations will take place in February and it will be our mid-point presentation. The second presentation will be our final project presentation. These presentations are vital to the overall project and they will give me a chance to show off the work that's been done. Both of these projects will be designed and prepared on Microsoft office PowerPoint which is a tool that's very easy to use and looks well during presentations. These presentation will be completed well before the day of the presentations and they will be rehearsed and prepared for. Also possible questions that will come from supervisors who will be in attendances will be looked at and answers will be rehearsed and remembered. One or both

of the presentations may contain results from the other requirement techniques and the results may be displayed in excel or google document form. The results will be in graphs or other online tools necessary which best shows the results and the analysis of the results.

Project Showcase and Poster

On the completion of this project there will be a project showcase where the project will be on display for stakeholders and other attendees of this showcase. I will have a stand where I can speak about my project to interest groups and explain what it's about and how I went about it. My results and analyses results which I will have gathered from the requirements elicitation techniques will be on display for any attendees of the showcase who will be interested to speak to me about the project. I will also design a poster in which it can briefly explain what my project is about which can attract people to my stand so I can speak to them or answer any questions they might have. The poster will display the results as well as some screenshots of different aspects of the project and screenshots of the project blog website. This showcase is for all students so it would be important to make the poster stand out.

Supervision Arrangements

For the purpose of this project I have been assigned a project supervisor. I will regularly meet with my supervisor to discuss my project and look for any hints on how to go about it. This is vital to the project as it will help with all aspects of the project as the supervisor will be very experienced in these deliverable areas. I must make contact with my supervisor to meet weekly if that is possible to asks questions and to agree what has to be done for the project. For the requirements elicitation techniques which I will complete throughout the project lifecycle will be agreed with my project supervisor. And for techniques such as surveys, focus groups and questionnaires the questions, wording and layout of these question for the technique will be agreed upon by my project supervisor so that the questions are geared towards the business case and need.

Final Project Document

A final project document must be uploaded and handed in as a hard copy on the completion of this project. The completed project document will be a binding document and must be handed in on May 11th as well as uploaded to moodle on the same day. Within this final document will include every part of the project which will all be put together. The final document will be split into a number of sections which will be outlined in the table of contents at the beginning of the document. Important parts of this document will be:

- Introduction

- Work breakdown Structure

- Project plan

- Business case and need

- Requirements Specification

- Materials and methods

- Results

- Discussion

- Presentations

- References (Harvard style)

- Monthly journals

- Literature reviews

- Showcase and poster

This final document must come in a binder which will be done in a printing shop. The final document must be proof read a number times to check for grammar and spelling mistakes which can be corrected. The final document as a due date sometime in May (to be announced) and it will be the deliverable carrying the most marks. The layout of the final document will be agreed upon by my project supervisor and the template which it will follow will be decided in due course once a number of different templates have been reviewed.

Technologies used

I'm using WordPress to create a project website. This project website will contain all the necessary information for this project such as:

- Project manager details

- Client

- Project need

- Goals and objectives

- Requirements elicitation techniques

- Results

- Literature reviews

I will be using survey monkey for my surveys. I plan to roll out 2/3 surveys during my project process all different but all geared towards meeting the need of the project and achieving the deliverables I have set.

I have used Microsoft project to complete my work breakdown structure for the project. The purpose of the work breakdown structure is to show what the exact deliverables within the project with all the dates these deliverables are due.

I will be using Microsoft PowerPoint to display my midpoint presentation. This will allow me to display details about my project, results in graph form that I've obtained from my elicitation techniques and any images/screenshots of the website.

I will be using Microsoft word to complete the final project document and other necessary documents which need to be delivered and uploaded on a certain date.

Results

Survey

This first survey in which I rolled out was seen as a kickstart survey to the requirements elicitation gathering phase of the project. It was created using the online tool survey monkey and I found that the easiest way to distribute this survey was through WhatsApp as the senior team of St Malachys Football Club my client have a group on WhatsApp. There were 15 members of the group excluding myself which the survey was sent to and all 15 members completed the survey fully. The survey question were all aimed towards just what the opinions were of the senior players on how exactly the football club is run and the information they receive from the club and just how do they get this information. I first created a draft of this initial survey with 15 questions and reviewed it with my project supervisor. We decided to drop a few questions and reworded some of the question. As soon as the survey was created it was sent out immediately. Below is each question which was part of the survey.

Survey – For the senior team at St Malachys football club

Q1. Where do you get your information from about training, matches, fees etc…?

- Manager – 86.67%

- Club Secretary – 0%

- Other Players – 0%

- Social media – 13.33%

Q2. Does the club have a social media presence?

- Yes – 46.67%

- No – 0%

- Very little – 33.33%

- I'm not sure – 20%

Q3. What social media sites do you use?

- Facebook – 46.67%

- Twitter – 0%

- Instagram – 0%

- All of the above – 46.67%

- I'm not on social media – 6.67%

Q4. Do you think the club should have a website?

- Yes – 93.33%

- No – 6.67%

Q5. What would be the most important feature of a football clubs website?

- News – 21.43%

- Fixtures, results, league tables – 64.29%

- Gallery + videos – 0%

- Other (please state) – 14.29% (All of the above, player profiles)

Q6. How do you currently pay your subscription fees?

- By cash or cheque weekly – 66.67%

- By cash or cheque monthly – 26.67%

- By cash or cheque in one payment – 6.67%

Q7. How useful would an online payment method for subscriptions be?

- Very useful – 33.33%

- Good alternative – 53.33%

- I wouldn't use it – 13.33%

Q8. Would a club shop encourage you to but St Malachys branded club gear?

- Yes – 80%

- Maybe – 20%

- No – 0%

Q9. Would you be interested in a weekly club lotto to help bring funds into the club?

- Yes – 80%

- Maybe – 6.67%

- No – 13.33%

Q10. If the club provided online tutorials such as coaching courses, skill improvements and tactics videos would you be interested?

- Yes – 80%

- Maybe – 20%

- No – 0%

Analysis:

All 15 players that the survey was distributed to completed the survey in full. Each question on the survey was geared towards the way the club currently operates and just how the senior players of the football club feel about certain aspects of the club. The first question shows the players clearly only get club information from the team's manager. This communication of club news to the players comes from text messages and phone calls which can be a very costly method over time. Also 2 responses stated that they have to learn of club news and details of matches from other players.

The second question asks about the social media usage of the club. The club currently only has a Facebook page and less than half of the players 46.67% state that the club has some sort of social media presence. I feel that is a very low number even if some of the players do not have a Facebook page. Compared to other clubs who update their social media page numerous times a day this is clearly an important aspect of the club which need to be addressed.

From the third question we see that only 1 of the 15 senior players do not use social media. This states that if the club were to use social media that the information it could put on Facebook or twitter etc… Would reach 93.33% of the senior players.

The fourth question was about whether or not the club should have an official club website and there was a unanimous yes answer from the senior players as 93.33% voted that the club should have a website.

The fifth question looks at the possible features which should be on a football clubs website. This is a wide open ended question because of the possible different features which could go onto a website. 9 of the players voted that fixtures, results and league tables would be the most important information on the website.

Question 6 looks at the financial part of the club as the biggest income of the club has comes from the subscription fees paid by the players. 93.34% of the players state that the pay the subscription fees either monthly or weekly by cash or cheque. This can depend on the player's financial situation.

Question seven looks at what the players would think of an online feature for paying subscriptions fees. 13 of the players said they would use it or that it would be a good alternative with only 2 of the players saying that they wouldn't use it.

Question 8 looks at what could be a technical and or non-technical aspect the club could look at as a way to bring in income from a club shop which would sell St Malachys branded club gear. All 15 players responded positively to this idea with 13 of the players saying yes it would be a good idea and 2 players saying maybe it would be a good idea.

Question 9 looked at another possible form of income for the club which would come from a club lotto. Another positive response from the players as 80% said that yes they would be interested in a club lotto as it would be a chance for them to win some money but at the same time supporting the club.

Question ten the final question on this survey asked about another possible feature on the proposed club website. This comes in the form of online tutorials to help the players learn different types of skills and tactical videos to help the players with their own game. Another very promising positive response from the players with 80% responding that they would be interested in this feature and 0% of the participants of the survey answered no for this question. Looking at the survey as a whole the information and results gathered will have a very positive impact on this project as some of the results gathered were exactly what I was hoping for as the players responded very positively to some of the idea and features to help meet the need of my client.

Survey 2: Proposed website features

The second survey that I worked on was solely based on the proposed St Malachys website and what exactly would be on the website. The question of this survey were based on the look of the website and what the layout would be. The results from this survey would start to give me and idea of the important pages that are needed to go into this website. I worked with my client to attain email address for 20 senior volunteers and parents of members within the club to send the survey out to and more than 20 players to also send the survey to all of which were over the age of 18.

Q1. Do you think the proposed St Malachys FC website should incorporate the clubs colours in the theme/design on the site?

- Yes – 86.67%

- No – 6.67%
- Maybe – 6.67%

Q2. On the home page of the website what should be most prominent?

- Latest news – 40%
- Results and fixtures – 53.33%
- League Tables – 6.67%
- Other (Please specify) – 0%

Q3. Do you think there should be a page on the website which members can pay their subscription fees?

- Yes – 86.67%
- No – 0%
- Maybe – 13.33%

Q4. What links should be available from this site?

- Social media sites (Clubs official) – 23.33%
- League association sites (aul, ddsl) – 50%
- Football news sites – 26.67%
- Other (Please specify) – 0%

Q5. Do you think a kid's page would be a good idea for the site, showing fun videos and games to keep the younger members of the club interested?

- Yes – 73.33%
- No – 16.67%
- Maybe – 6.67%
- I don't think younger members will have access to the site – 3.33%

Q6. Do you think there should be a page advertising and selling club gear?

- Yes – 90%
- No – 0%
- Maybe – 10%

Q7. Should there be a page with important club details such as contact details and training times for each team?

- Yes – 100%
- No – 0%
- Maybe – 0%

Q8. Do you think there should be a donation page to allow anyone to donate money to the club to help the club financially?

- Yes – 60%

- Maybe – 23.33%
- No – 0%
- Not really appropriate – 16.67%

Q9. Do you think it's appropriate to have pictures and videos of all the teams' age groups on the website?

- Yes – 70%
- Maybe – 10%
- No – 3.33%
- Permission should be gained first – 16.67%

Q10. Do you think there should be a page all about the clubs history?

- Yes – 100%
- No – 0%
- Maybe – 0%

In total there was 30 responses to this survey and the results I gathered from this are very important to the overall business need of the project. Question one asked the participants of the survey should the clubs colours (green and black) be used on the website. It was a pretty unanimous yes vote in this survey with 86.67% (26 out of 30) voted yes which would give a good starting point for the developers of the site.

Question 2 asked about what should be displayed on the "home page" which would be the first page the visitor of the site would see. It was almost evenly split between 2 of the answers with latest news getting 40% and results and fixtures getting 53.33% of the vote. This is a strong indication that maybe it would be a popular idea to incorporate both in the home page.

Question 3 looked at the opinion of the participants of the survey on whether or not there should be a page on the website for the members to pay their subscription fees. 86.67% voted yes with 0% voting no so from this survey we can definitely say it should be included in the website.

Question 4 looked at the different website links which could be made available on the St Malachys site. As having research other local amateur clubs site I knew that social media links and links to the league associations were clearly visible on these sites and from this survey we see that it's a popular opinion to have both on the site with 23.33% and 50% of the vote respectively.

Question5 looked at a possible kids section of the website to incorporate the younger members of the club on the website. 73.33% (22 out of 30) voted yes that they did think it would be a good idea to dedicate a page for the younger members which would include games and videos.

Question 6 provided a very unanimous answer of yes when asked about a page on the website selling club training and match gear. This would of course really only apply to club

members but it would give them a chance to see what's available and view the prices of the gear.

 Question 7 was the first of 2 question in this survey in which all 30 participants voted the same. All 30 voted yes to a page with important information such as contact details and training times to be available of the website.

Question 8 asked about the possibility of a donation page to help the club financially. 60% voted yes although 23.33% voted maybe and 16.67% voted that they didn't think it was really appropriate so a funding page will be looked at in better detail.

Question 9 asked about a page displaying video and pictures of all teams within the club. 70% thought it would be a good idea but what must be looked at is that 16.67% voted that permission should be gained first with regards to the younger age groups within the club.

 The final question of the survey provided us with the second 100% vote of this survey as all 30 participants voted yes that there should be a page all about the clubs history. This would be an important part of the website as the club has a long and proud history with a massive roll of honour. From this survey its clear what can be taken away that certain pages such as history, club details and club shop as well as other must be available on this site. Other pages that could go onto this site such as a funding page and pictures and videos page must be looked at in more detail to see if they are appropriate for the site.

Interview

The second requirements elicitation technique undertaken for this project was an interview. The interview would be with the client for the project and club secretary for St Malachys FC. As the club secretary would be my go to person from my client I wanted to get an understanding of just what type of role the club secretary has within the club and just what exactly they expect of me. The answer to the questions below have been shortened down just to focus on the answer at hand.

Q1. What is your role within the club?

A1. As Club secretary I'm the main form of communication and link between the clubs, all teams within the club and the league officials.

Q2. Who do you report to?

A2. No one member in particular but if communication to any board official, manager or member is need then I will be the one to get the message across.

Q3. How many teams does the club have?

A3. Including boys, girls and the senior men's team from under 8's upwards it's a total of 14 teams with squad numbers differing depending on whether or not the team is 7 aside, 9 aside or 11 aside.

Q4. Including coaches, managers and the clubs board how many members does the club currently have?

A4. Each member that works for the club does so has a volunteer there is nobody getting paid from the club. Each team as 1 or 2 coaches or managers as well their being a board which includes chairman, secretary etc... And the club also has volunteers for the up keep of the pitches and the dressing rooms.

Q5. What do you think is needed to improve and expand the club as a whole to keep up with competition?

A5. With the club targeting 2016 as a big year to expand and improve we feel that technology can be a massive beneficial factor to help improve a number of aspects of the club. We don't have experts in this field so the results and output we get from the requirements elicitation techniques will be vital to our expansion.

Q6. With regards to the main financial income to the club the subscription fees paid by members what way is subscription fees collected from members?

A6. It's still the same as it has been the last number of years and it's something that we have look at has being an out dated system. Members can pay their subscription fees in one lump sum but the popular way to pay is to pay bit by bit each week. The collection of these subscription fees is usually done before games which can be difficult as managers are trying to organise the team for a game as well as taking money from players and trying to record who has and hasn't paid.

Q7. Would an online payment method for subscriptions be a quicker more efficient way to get money into the club?

A7. Yes that would certainly make things a lot easier for the managers and volunteers who are in charge of collecting the money and seeing who has and who hasn't paid each week.

Q8. The club is currently without a website would the idea of a website interest you?

A8. Yes that is what the main output we wish to have this year as we have noticed that the vast majority of other amateur clubs have websites and it's an excellent way of attracting attention and players to the club.

Q9. What features would you expect to see on the website e.g.: news, results, league table etc...

A9. Results, fixtures, league tables, latest news, maybe as well pictures of games and match reports.

Q10. Would you think an official club shop could be set up as part of the website?

A10. Yes I think that would be an excellent idea as we do have gear available for sale but it's hard to show all members if they were looking to purchase some gear for training and matches.

Q11. Social media usage is nearly non-existent, what is your thoughts on a team or individual being appointed to change that?

A11. Yes that's also a major output we hope to get up and running soon, it's just unfortunate that we haven't been able to find a volunteer who understand exactly how social media works and would have the time to put aside and dedicate themselves to updating the social media accounts on a regular basis.

Analysis:

This interview was a very basic start up interview with my client just to gain an understanding of what they're looking from in terms of meeting the business need. I also manage to gain an understanding of what the club secretaries role is and because he will be my go to person from my client during the course of this project is good to know that he can contact any member or volunteer in this club if I needed to get in contact with other stakeholders for the purpose of this project. So key results I have gathered from this interview is how important the technology aspect of the club is virtually non-existent and just how the club wants to utilise technology which can be made available through social media and a proposed website.

The club secretary understands just how a club website could be so beneficial to the club without fully understanding just how a website can be started up. Also from this interview a major aspect of the financial structure of the club is the income the club gains through subscription fees. The collecting of the subscription fees is a very old and outdated and unprofessional structure and can sometimes result in members not paying subscription fees in full throughout the season. The possibility of an online payment method on the proposed website could be a massively beneficial aspect for the club as it would take the pressure off managers and coaches who try to collect subscription fees at the same time as organising teams for games early on a Saturday or Sunday morning. Social media usage of the club is very poor although they do have a Facebook page is isn't updated to regularly. Other amateur clubs have Facebook, twitter, and Instagram accounts as well other social media accounts in which they use to promote the club and keeps its followers up to date on club news.

Interview 2 – Website Requirements

The second interview I conducted during this project was a follow up interview with the club secretary. This interview was conducted after I fully completed the 2 surveys I rolled out for this project and analysed the results. This interview was primarily about the proposed club website and whether or not the club would be ready to go ahead with the planning of the site and give me the go ahead to begin a prototype/mock-up of what the website would look like. An important part of this interview would also be the features of the website and the pages on the site and the information that would be needed for each page.

Q1. Having reviewed the results from my 2 surveys the club website is a very popular idea, is the club ready to begin the planning of this site and are their funds available to pay a developer to code this site was the planning and mock up is completed.

A1. Yes the website has already be budgeted for 2016 and we are ready to begin the planning for this site and we have a fair idea of what we want to be displayed on the website.

Q2. Latest news, results + fixtures and league tables are a given on a football clubs website so should they be the vocal point of this website?

A2. Yes we understand that's what the vast majority of people will look for on these sites so we know that we want them to be made easily accessible on the website.

Q3. Would you like to see a page containing photos and videos of the teams from matches and possibly training as well?

A3. Yes that's an excellent idea, we can arrange for volunteers to take some pictures and videos of the games and they can be sent onto us.

Q4. We spoke before about subscription fees being paid online to make the collection of the money more efficient, would a page on the website allowing members to pay their subscription fees interested you?

A4. Yes this is exactly what we want as it could get the money into the club quicker and make things easier for the managers as they do not have to worry about collecting money.

Q5. Also we discussed a club shop as a way to positively impact the clubs financial ln situation would an online club shop advertising club match and training gear be what you're looking for on the website?

A5. Yes definitely we can arrange pictures of the gear be sent to us from are clubs gear manufacturer so they can be advertised for sale on the website.

Q6. In my second survey 30 out of 30 participants voted yes to a history page on the site in which the clubs history and roll of honour could be available for all to see would you have the information to be displayed on this page.

A6. Yes that's also an excellent idea we have old pictures that can maybe go up on that page and we can certainly do a write up of the clubs long and proud history and talk about the hundreds of trophies we have won and the players who went through are youth teams and went on to play professionally.

Q7. As far as the up keep of this website is concerned will the club be able to find someone who will update this website when it's necessary.

A7. The club hasn't yet asked any volunteer to look after the website but the club will have someone in place when the website goes live.

Q8. Does the club need to get permission from the league associations to display any information that comes from them i.e. league table and latest news etc.…

A8. No, we have spoken to league associations about similar topics in the past and they are quite happy that we mirror the information that they have on their sites as they understand that it will reach more people.

Analysis:

This was a really successful interview as I know now that the club has almost everything in place to help this website up and running. The club know exactly what they want to be displayed on the website and will provide the developer with the necessary information to be displayed. As I'm adopting an agile approach during this project if the club were to come back to me before, during or after the prototype phase of the project to make any changes I would be fine with that. Once the website goes life it's important that the clubs has one or more volunteers to update the website and these updates will have to be almost daily but they have assured me once the website is completed and ready to be launched they will have put in places volunteers to look after the website. Also what I gather from this interview it's fairly obvious that the vocal point of this website will need to display league tables for each team as well as fixtures and results for each team. It may not be possible to have them all on the main page of the website but they will need to be made easily accessed and the links to the pages these information will be on must be made clear to the visitor. Having now completed the interview requirements elicitation technique and gathered some vital results and analysed them the website can begin to be put tighter using a mock-up.

It's very promising that the club have provided me with all the feedback I've needed and allowed me to get on with the project without making too many demands which I may not have had the time to cover. It's a huge advantage to be able to speak face to face with my client by using the interview technique as my client can give their opinion on exactly what the business need is and ways in which we can meet this need when we work together.

Focus Group

The third requirements elicitation technique which was completed during this project was a focus group. I would be acting as the moderator for this focus group and there would be 2 members of the St Malachys FC board, 2 parents of players who play for the club and 2 members of the local community would be in attendance for the focus group. The questions of this focus group would be focused on meeting the business needs and looking mostly at the technological aspects which could help to improve the club.

Q1. What are your overall feelings on how St Malachys FC are run?

A1. Overall positive response from all 6 participants in attendance but understand that there are room to improve with regards to marketing the club and the subscription fees.

Q2. Do you think social media accounts would positively impact the club?

A2. A unanimous yes response from all 6 participants and they understand that the vast majority of younger members/players within the club are very active on social media.

Q3. Do you think the club should have an official club website?

A3. Again all 6 participants responded yes that the club should have a club website. They stated that it would be an excellent way market the club and provide visitors to the website with up to date news of goings on with the club.

Q4. As far as website features would you most expect to see of the website?

A4. The most popular answers were that news, results and fixtures, league tables should be on the site. Other answers were that the website could have some interactive features which could appeal to the younger members of the club which would drive more traffic and make the website easier to use for all age groups.

Q5. Would a page on the website that allowed members to pay their subscription fees be a good idea?

A5. Yes they all responded it would be an excellent idea. They spoke about how cards (Laser, debit cards) are becoming more popular to use and easier to carry around then cash so the option to go online and pay the subscription fees in a matter of minutes would be a great alternative to use.

Q6. Should the club have an online shop as a way to sell match and training wear for all of the team age groups?

A6. The 2 board officials spoke about how this would positively impact the club financially as they are entitled to a percentage of sales of the training and match wear which come from their suppliers. The 2 parents spoke about how this would be an excellent idea but they understand that the gear would have to be affordable as if one child has one bit of gear the rest of the kids on the team will all want one as well.

Q7. Do you think there would be any other ways technology could benefit the club?

A7. This question brought up the idea of a club app which would display the same information which would go onto the proposed website and provide notifications for the user as they spoke about how the vast majority of people these days either have an android or iPhone mobile phone. Also an idea which stemmed from this question was a possible messaging or notification service which would provide live scores from games. This could keep parents and members up to date on games they wouldn't be able to attend.

Q8. Do you think it's appropriate to put pictures and videos of players from all age groups of the proposed website?

A8. Each participant agreed that permission of the parents would be needed for this although with the amount of social media usage parents and younger members of the club they said that gaining the permission of the parents shouldn't be difficult.

<u>Analysis:</u>

This focus group was a major success and further enhanced what the major features of the website would be as well as providing me with other possible ways to utilise technology for this business. As I used open ended questions for this focus group each participant of the focus group was given equal opportunity to speak their opinion and the different views of

the different stakeholders of the club (board officials, parent, and community). The most popular website features which came from the first 2 requirements elicitation techniques were again the most popular features from the focus group which were latest news, fixtures, and league tables. These features will be the most prominent when the mock ups of the website are completed. Other interesting topics which came from this focus group was that a mobile application would be a good idea to have. This application would further enhance the technology usage of the football club and could work together with the website when the website is updated so to would be the application as they would display the same information. Participants of the focus group said that an application could also be used to give live notifications of the latest club news and live scores of games that members and parents wouldn't be able to attend. The 2 board officials in attendance at the focus groups said that they could look for volunteers to help with the application and the live updates of games. Having completed 3 requirements elicitation techniques and one of the main topics of those techniques were to do with the features of the website I now know what features are a must for the site and what features will take a little bit more work. Having reviewed and analysed the results I have gathered so far I can know begin the mock ups/ prototyping of the website to allow the client and first look at what the website can look like so the developer they hire can begin to work on some early release of the website.

Brainstorming

The requirements elicitation technique brainstorming was used once during this project right at the start of the project. This was used as a kick start to project to help come up with ways to meet the business need as I had already got in touch with my client and they expressed some views of what they would be looking for. I knew that the technology aspect of the club was one that needed improving so that gave me something to work with.

Above is a copy of the spider diagram I used during my brainstorming session. I completed this diagram on my own without the client in attendance. This brainstorm wasn't just about meeting the business need it was all about the project and everything it entailed including meeting with my project supervisor and completing my monthly journals. The overall business need of the club was to help with club growth i.e. expand and help to increase membership and as I come from a technology background I knew there was some technology aspects which could help the club mainly in the form of a website. Also from this brainstorming session I outlined some of the requirements elicitation techniques I knew would be vital to gathering important information to help with the project. I also knew that I would have to reference the financial aspects of the club and noted of the income (players subscription fees and sponsorship) and outcome (referee fees and general up keep) of the football club. At the time of doing this brainstorm I knew that if I was to look into creating a website for the club I must outline the requirements for a website and let the client know my ideas as well as creating a prototype of what the website would look like so when that's completed the club can hire a developer to code the website and launch it. If I need to review any part of the project I knew that I could use this brainstorm to look at just what is needed to do to complete the project and can show my client this brainstorm if necessary to show where I'm coming from for this project.

MoSCoW Analysis
### **MoSCow prioritisation approach for website requirements**

I used a MoSCow approach when showing the website requirements which I gathered from the results of the interviews, surveys and focus group to show my client what is needed for the website. Although all requirements are important it's ok to view some as more important than others. The reason for using this method is the more important requirements will deliver greater benefits to the client so it can enable the client to focus on the requirements which will deliver the most value. The categories of the MoSCow approach is split into 4: Must have, Should have, Could have, and won't have.

1. Must have: These website requirements are critical to meeting the need of the client. These include the latest news, fixtures and results, league tables, online shop, subscription fees, photos and videos must all be on the website and clearly accessible from the websites home page.

2. Should have: These website requirements are important but not completely needed to meet the business need. These include social media links, club history page, and mobile application.

3. Could have: These website requirements are interesting but not needed to at all to meet the business need. These include the kids section of the website, online tutorials for players and coaches.

4. Won't have: These website requirements are not needed for the completion of this project and have been agreed with my client that they won't be used. These include the online newsletter as the latest news page will cover the same information.

Prototyping

The final requirements elicitation technique I have completed for the purpose of this project is prototyping. This was a vital part of the project and couldn't begin until the surveys, focus group and interviews were completed as the results analysed from those elicitation techniques would have a major impact on how the prototype and mock-up of the website would look like. Before I began the mock-up of the website I decided to draw up a mind map of the different features, pages, content and the navigation which would be on the website.
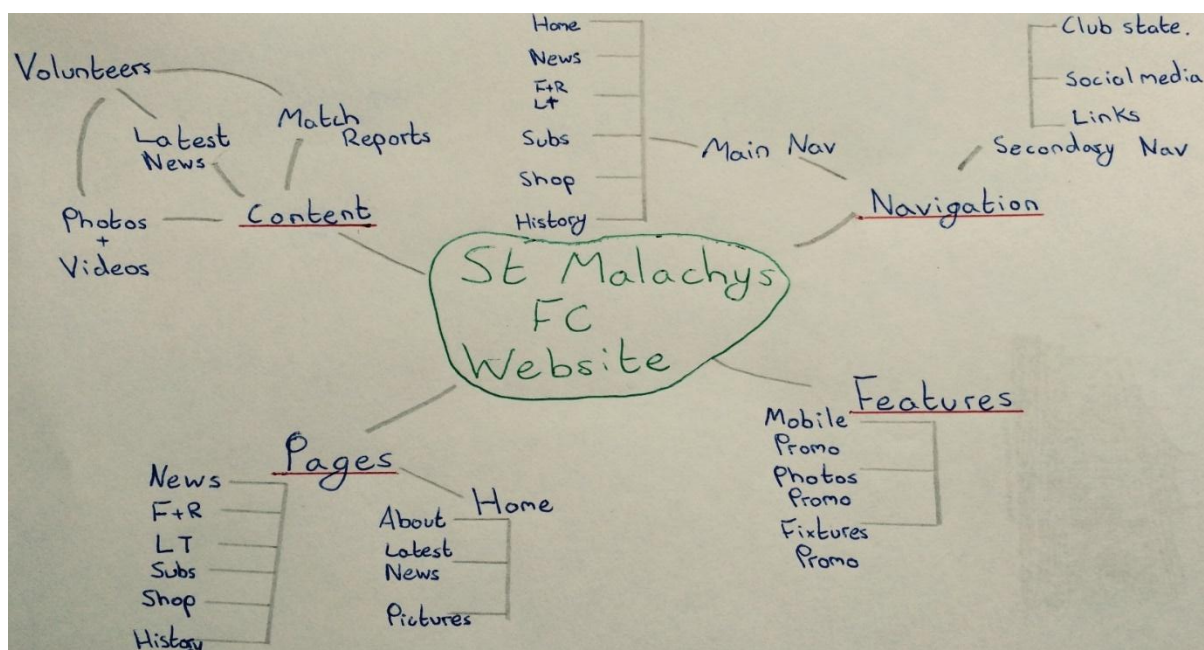

Having asked about the pages and features of the project in the surveys, interviews and focus groups I knew that the main pages of the website needed to be News, Fixtures + Results, League tables, subscription fees (online payment), online club shop, history of the club. The home page of the website would include a brief section about the club, the latest club news and a slide show of some of the latest pictures taken. The main navigation on the home page would be links to the news, fixtures and results, league tables, subscription, shop and history pages. There would be some secondary navigation which would be on the bottom or possibly side of the home page and would include links to the St Malachys FC social media accounts, league association websites and a page containing the club mission statement. The screenshot below is a mock-up of what the home page of the website would look like:

Home Page
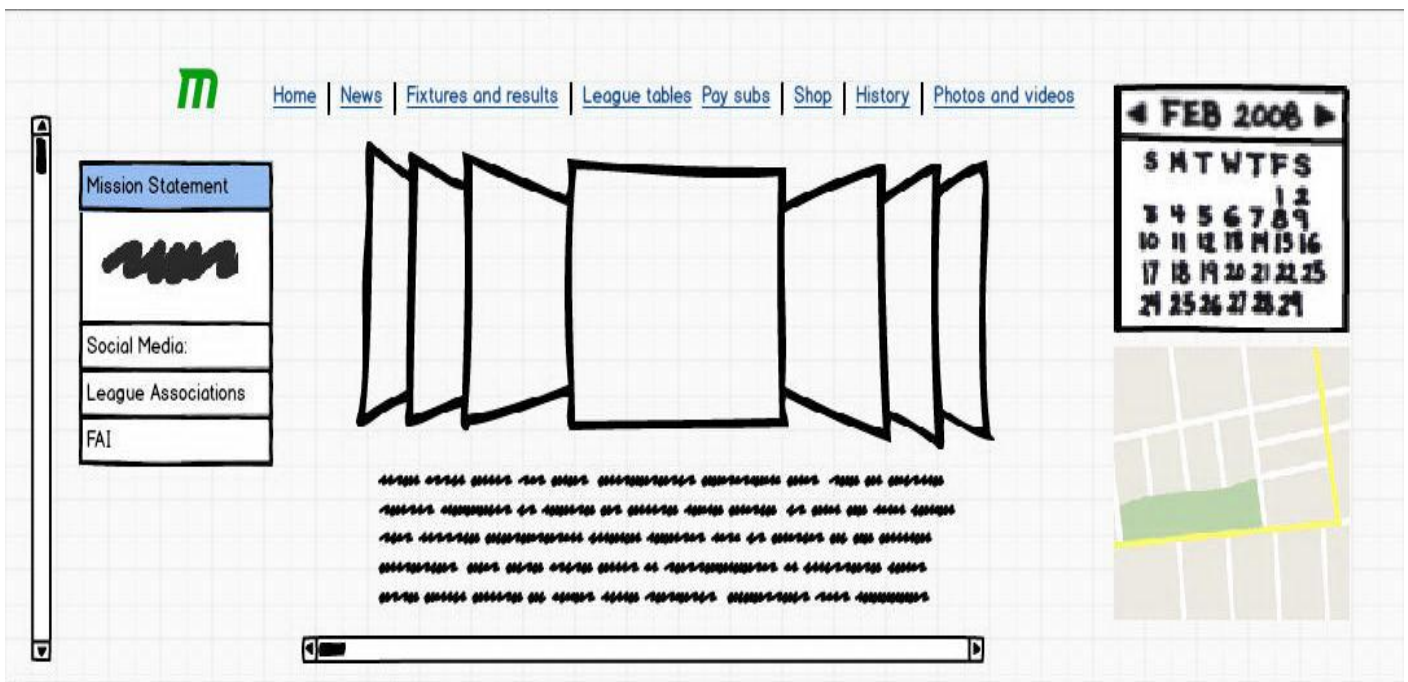
- Across the top of the page would be links to the main pages of the site
- On the left hand side of the page would be links to the secondary pages on the site
- Below the top navigation bar would be a slide show of pictures of teams in action and advertisements for upcoming games and events
- Below the slideshow would be the latest news headlines
- On the top left hand corner of the home page would be the St Malachys FC logo
- On the top right corner of the page would be a calendar with games and events highlighted clearly on the day they occur.
- Below the calendar would be a google maps application which would highlight and pin the St Malachys FC clubhouse and pitches for visiting teams to find clearly.
- The side and top navigation bars would appear on every page with the page the user is on being highlighted
- The calendar and google maps application will also be on every page

News Page
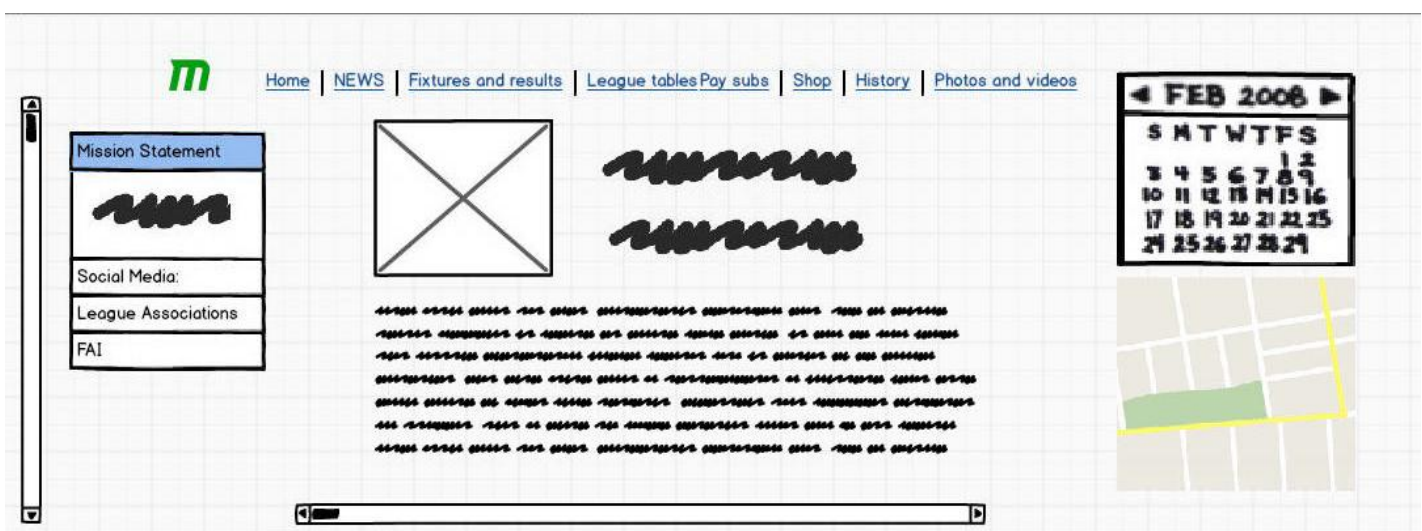
- The latest news page will contain a picture linked to the news
- To the right hand side of the picture will be the latest news headlines
- Below them will be an extended write up of the latest news
- When you click on the headline you wish to read the extended write up of the headline will appear.

Fixtures and Results
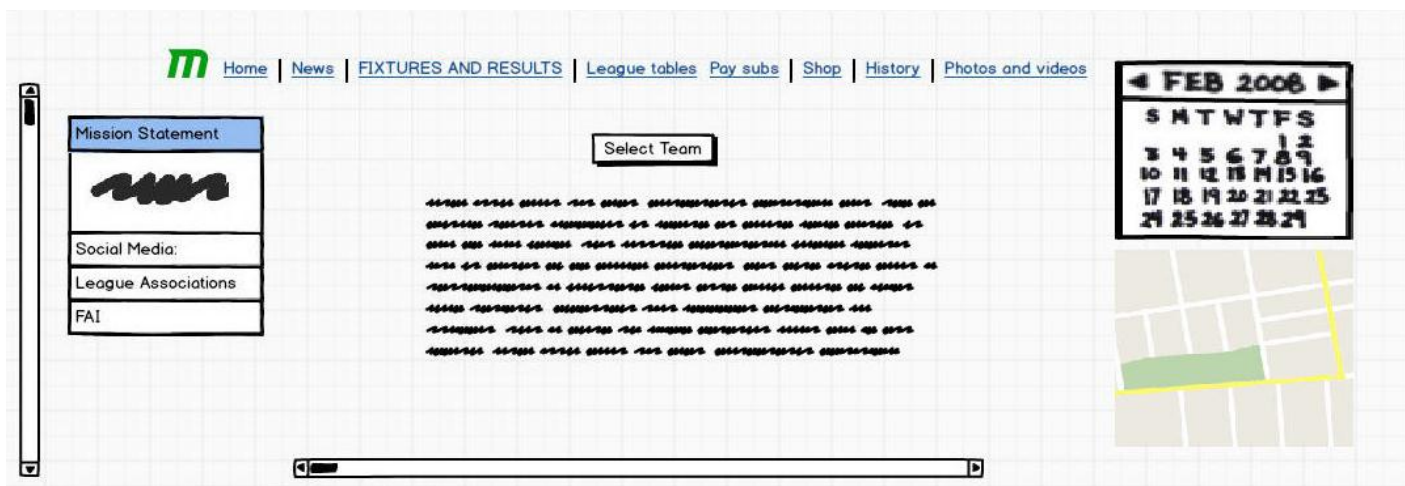
- On the fixtures and results page the visitor will be prompted with a button in which to select the teams age group of fixtures and results they wish to view
- When the visitor selects the team the fixtures and results of that team will appear below the button.
- The calendar application on the top right hand corner will also display fixtures.

League Tables
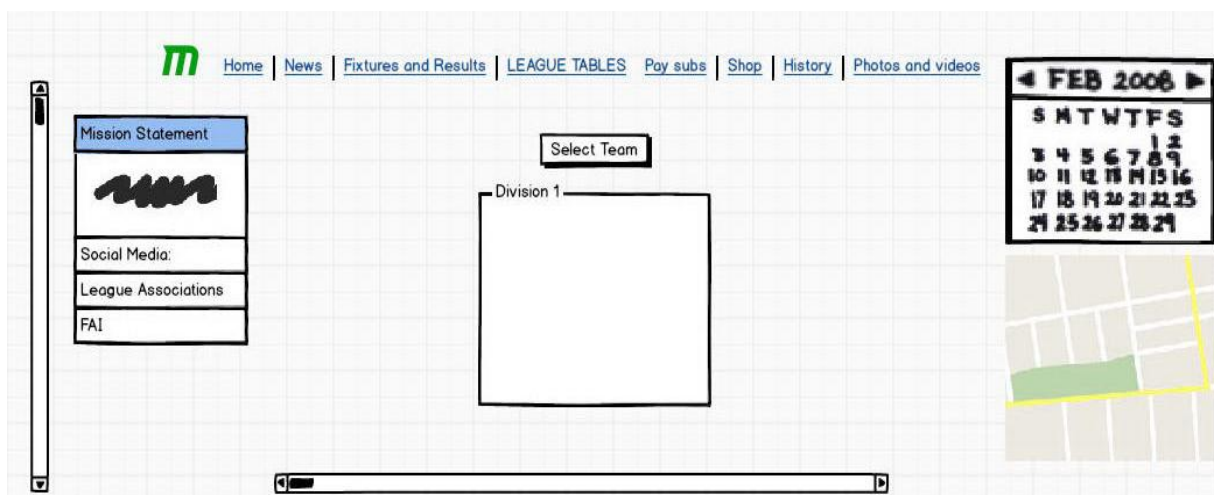
- The league tables page will be a similar layout to the fixtures and results page
- The visitor will see the button in which you select a team to view their current and up to date league table

Pay Subscription fees
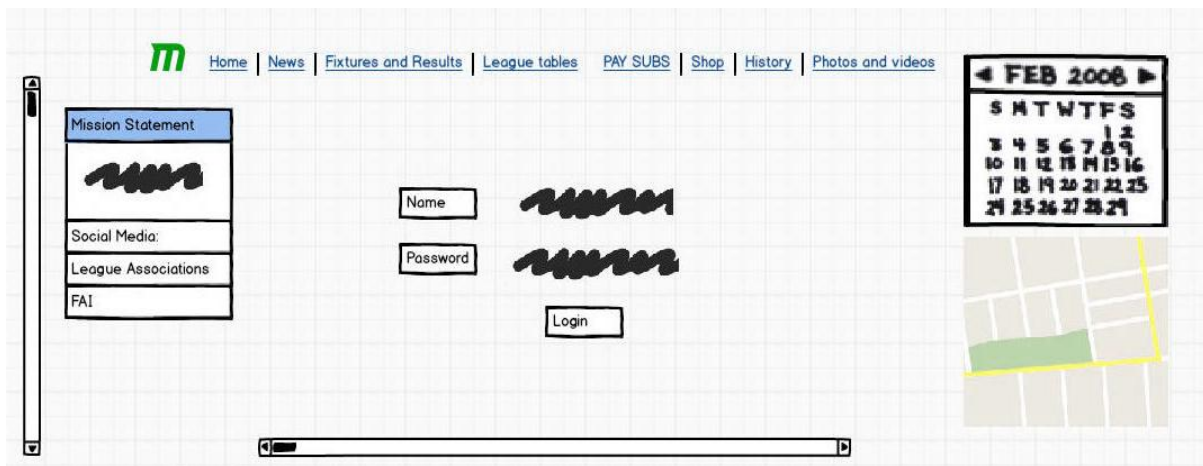
- This page shows a log in box in which the member enters their name and a password
- This is needed to set up the account and for all future log ins
- One logged in the member will be able to see the money paid and due for the subscription fees

Shop
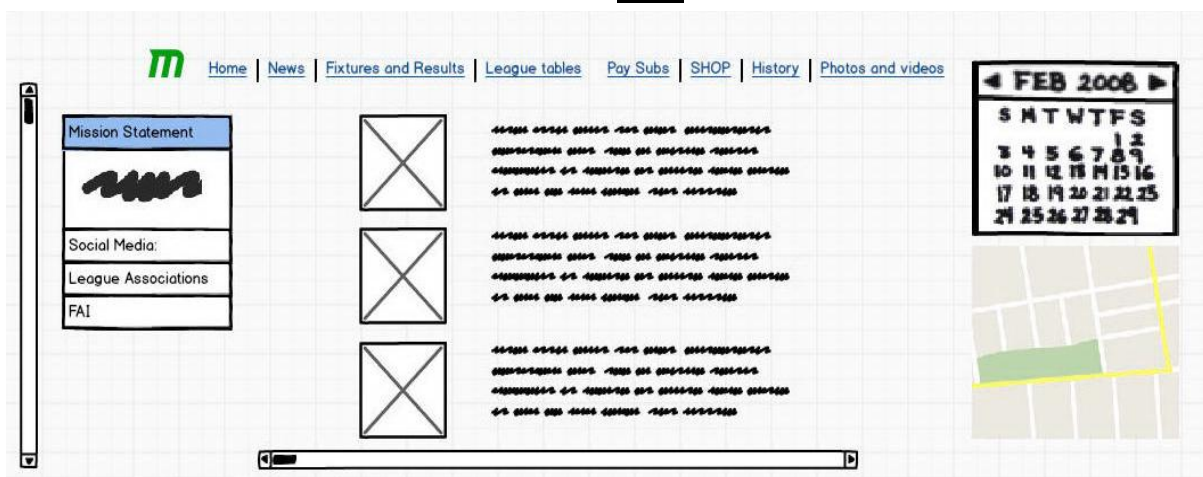
- The shop page of the website allows the club to advertise match and training gear that they have for sale
- A picture of the item will be visible along with a short description and a price
- The visitor selects the item they want along the size and selects order and the manufacturer will be notified.

History
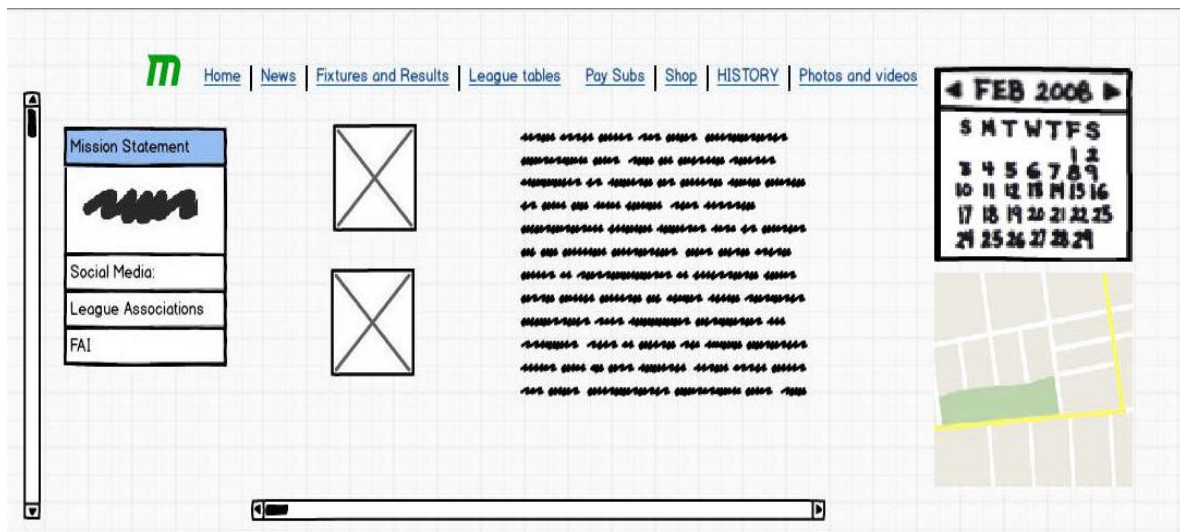
- The history page on the website will display old pictures supplied by the club of teams from years ago and a write up on how the club was founded and progressed over the years.

Photos and Videos of the different teams
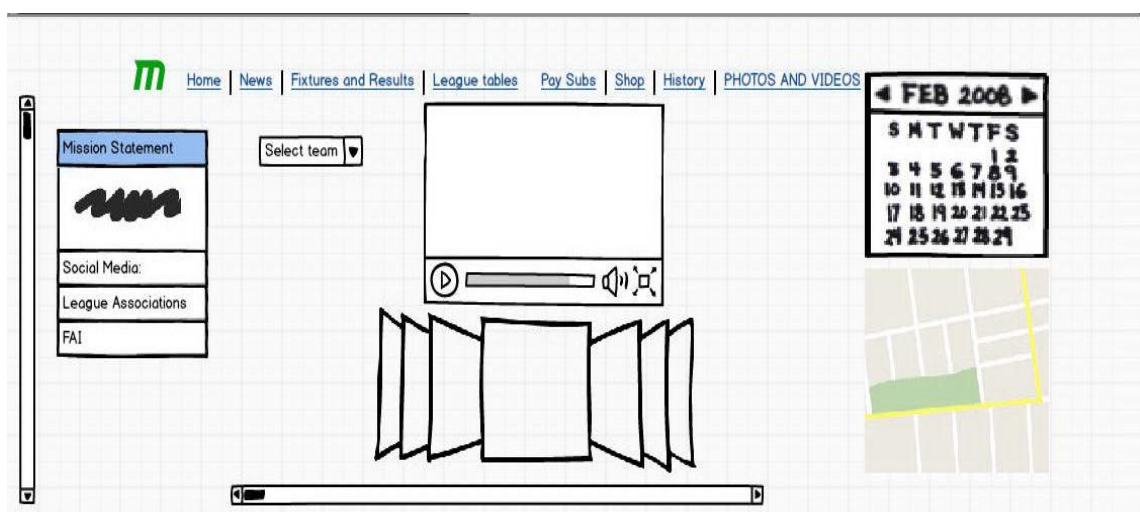
- The photos and video page is the last main page on the website

- There will be a media player for videos and a slideshow for pictures on the centre of the page
- On the left hand side of the media player will be a select box in which the visitor can select the team from the drop down box. When they select a team all the photos and videos of that team will appear.

Conclusion

I view this project as a real success. The planning of the project took some time but once the business need was made clear to me by my client I knew what needed to be done. The requirements techniques I choose to focus on proved to be the right ones and the results gathered from the participants (stakeholders) of the project were vital to the success of the project. I knew early on in the project that the sole focus would be about setting the requirements for an official club website for St Malachys which they were currently without. Firstly I conducted a stakeholder analysis as by doing that I found which stakeholders would be more important and influential for the project so I could target them to help me with the requirements elicitation techniques. And so when that was completed and planning for the techniques were completed I began to conduct them and I am very grateful for the help I gained from my client and other stakeholders who participated in those techniques.

I noticed that there was some recurring answers on what would be needed for the website which made things easier for me as I knew which features would be needed on the website so that they could be prioritised correctly. The latest news page, fixtures and results, league tables, shop, subscription online payment and history pages would be the main focus of the website. Once the results of each requirements technique were reviewed and after completing a MoSCoW analysis for the project website I created mock-ups of what each website page would look like. The final mock-ups of the website were then passed on to my client who were very happy to get a look at what the website would look like and agreed that should be the layout of the site. They will now look to appoint a developer to create the website and see early launches of the website. The project was a success as I was tasked with completing requirements elicitation techniques and outlining website requirements from the analysed results from those techniques and I have fully completed these tasks to the best of my ability.

Literature review

1. Usability.gov – Website Requirements

This article speaks about the number of different requirements needed for a website for necessary features and designs for a website. The article states that the requirements for a website are business, user, functional, quality-of-service and implementation requirements. It's made very clear in this article that requirements tell you what has to go on a website but it's doesn't tell you how to create the website. The website must meet the users need but must be affordable to create for the business that needs it.

Having undergone a number of requirements elicitation techniques I understand what stakeholders are looking from the website and the requirements for he website. This article can help separate the different requirements needed and they can be prioritised as some requirements may be more important than others.

2. Searchengineland.com – website requirements

This article talks about how certain website requirements can be sometimes over looked and businesses can miss out on requirements which can be very beneficial to their proposed site. They state that 6 requirements that are overlooked are: search engine marketing, user experience design, social media marketing, accessibility, content writing, and mobile. Having completed the website requirements for St Malachys I knew that the social media accounts must be clearly linked on the website and that the website must be very easy to use. From reading this article I can see that mobile web application or application should be looked at.

3. Optimus01.co Basic website requirements

This article talks about the most important website requirements a proposed site should carefully review during the planning phase. This requirements are content, navigation, white space, website speed, branding, consistency and user friendly. This article states that if these website requirements are outlined for a new proposed website then the website is heading for a success. With regards to the website requirements for this project I know that the content of the site will need to be updated regularly, I've planned on what pages need to be primary and secondary navigation on the website and the consistency of the website design will be similar to the clubs colours of green and black.

4. Slideshare.net Requirements elicitation techniques

This online slide show looks at the 10 most popular requirements elicitation techniques. This article explains that the techniques are necessary to gain important information from the most important and influential stakeholders linked to the business. It's made very clear that there is a big difference between requirements elicitation and requirements gathering and business analyst must know how to differentiate between them. These requirements are to be spaced out during the requirements phases and to be used once the planning for this technique is completed and for example the question of a survey are agreed upon. This is a very useful article for me as although I didn't have to use 10 techniques I was able to pick the once I felt most appropriate such as interview, surveys and focus groups.

5. Modernanalyst.com Overview or requirements

This was another helpful article I referred to during this project as it explains fully what elicitation is. The first step according this article is to fully understand the business need. Once the project manager understand the business need they can then begin the planning phase on just how the business need can be met. The next part of the elicitation process is to complete a stakeholder analysis in order to understand the main stakeholders of the project. Once those steps are completed the planned for the different technique can begin.

Having read this article I knew how important the stakeholder's' analysis would be that why I completed a stakeholders list, Raci matrix and importance influence diagram to help outlined the different stakeholders of the project.

6. Odi.org Stakeholder Analysis

The stakeholder analysis is a very important aspect of any project as the project team needs to understand which stakeholders are linked to the project and which stakeholders are more important and more influential than others. This article published in January 2009 gives an accurate description of just who a stakeholder is and why they are so important to any business. In order to understand the stakeholders a brainstorming session can be used to identify up to 10 key stakeholders related to the project. The project team can then create an importance/influence matrix and rank the different stakeholders. It then states in this article to find the best ways to involve stakeholders in the project to gather important feedback they may have in relation to the project.

7. Bmj.com Conducting a survey

Planning is the key to a correct and proper data collection technique states this article. It's important for the creator of the survey to understand why the survey is needed and just what the outcome they hope to achieve from the results which come from the survey. It's also important to get correct sample size in which the survey will be distributed to. This article also speaks about the response rate as not everyone the survey is sent out to will fully complete it and a response rate of around 85% is a very good rate. From my own project I was very happy and surprised that for both my surveys I received 100% response rate as all stakeholders the survey was distributed to complete the surveys in full.

8. Uwm.edu Conducting a focus group

Another technique which was important to my project was conducting a focus group with the appropriate stakeholders. This article was very useful as it help me to understand the planning behind the focus group and what was needed to make it a success. It states from this article that it would be a good idea to reserve a time a place to complete the focus group. Also to understand what equipment may be needed such as a video recorder, laptop etc.… And finally to get the correct stakeholders needed for the focus group to attend. I completed my focus group with 6 stakeholders in attendance and record the necessary information on my laptop

9. Projectsmart.co.uk Moscow Method

The MoSCoW approach is a way to understand and develop key requirements for a project and prioritising them into the 4 categories of must have, Should have, could have and won't have. It's used in project to understand which requirements to be complete first as these requirements need will add more value once completed. It's important that the requirements are agreed with the client and then prioritised as the best way to meet the business need. In this project I used the MoSCoW approach to outline the different requirements for the website.

10. Presentatiomagazine.com Presentation techniques

This was a very useful article to review when planning for my midpoint and final project presentations. This article talks about 10 simple steps to help enhance your presentation and to make it easier for the persons in attendance to understand what your showing them and to keep their attention. Pictures instead of words, tell stories, rehearse and have a back-up plan are some of the key tips needed and tips which I have followed for both of my presentations during this project process.

Appendix

Journal Entries

During each month of the project a journal entry will have to be uploaded to moodle. This journal entry will explain briefly the work that has been done on the project for that month. The entry will include meetings with supervisor, meetings with stakeholders, deliverables started and or finished and upcoming deliverables which having to be planned for and uploaded on a certain date. It's important that these journal entries are honest when it comes to work done and also work not done as delays may occur and the project may come to some problems. These journal entries are being marked so it's important that they are completed and uploaded on time.

September

After a long summer knowing that I had passed my exams I had no problem returning to college. With it being my final year I was as excited as I was nervous about returning. I knew there was going to be semester long project but stuck for ideas as to what to do for it. We were told about this project on Thursday on week 1 and panic started to set in. No idea what to do I quickly started to write down as many ideas as I good with most of them going in the bin.

I eventually decided on what I wanted to do as I was told by many that the project should be of an area of interest. So my project will be a website for St Malachys FC the team I play for which are currently without a website. I started immediately to write up the project proposal and the work break down structure as I would have to upload it a week early as I would be taking a trip to Spain from September 26th to October 3rd. I uploaded it before I went away and I haven't worked on the project at all yet since I returned. Now into October work must get done for the project with the next deliverable the requirement specification due on November 6th.

October

Unfortunately there was some confusion with the project over the past few weeks which has had an effect on the amount of work I have done this month. The project specification has changed and because of this change we have been granted a 2 week extension on our requirements specification upload which is now due on November 20th. Now that we have

the details of what is needed for this changed deliverable I know now what I have to do for the November 20th upload. Over the next few days I will research the techniques needed for the requirements specification (interviews, surveys, business case etc.)

Also during this month I was given my project supervisor who I am to meet with over the course of the project. My project supervisor is Ron Elliot who I have had as my lecturer since first year, I look forward to meeting with him and getting some useful tips about the project over the coming months.

I have been very disappointed about the handling of the project and how the changes have taken so long to be made. This has put me under pressure to complete this project and its deliverables with the marking scheme not yet decided. With hard work I hope to complete this deliverable on time to the best of my ability. Hopefully I will have more information over the next few days about the project and marking scheme so I can finally get this project going!

November

This past month has been a much more productive month than the previous two. The project has finally kick started despite still not knowing what deliverables we have to do and when the due dates are. I worked hard at the beginning of the month on the requirement elicitation technique document which I spoke about the different techniques I would be using during the duration of the project. This techniques will be vital to the overall outcome of the project.

Once the requirement elicitation document was uploaded it was time to start putting the different techniques into use. I've become planning what techniques are best to use, what stakeholders should be targeted and what sort of questions and information should be include. Any of the techniques which I will use will not be completed fully until after the Christmas break as I now have 5 exams to prepare for, this is more than exams that I have to study for than any other semester since I started in the college so the project will unfortunately have to take a bit of a back burner while I study. I still do plan to work a small bit on the project 2 hours a week up until the week before the exams and of course I will not do any work over the Christmas break! I do however have just over a week and a half off after the exams which is where my planning will come into effect for the project. Having by that time sent out a survey/questionnaire and conducted an interview with one or more of my main stakeholders and can begin to prepare for my mid-point presentation where my work so far will be shown in a PowerPoint to some of the project supervisors. Hopefully well before than I will understand a lot more information which will be provided by the stakeholders and their feedback on my opinion on how the project will go. Research will also be an integral part of the final project and I will begin to start documenting some literature reviews from useful resources such as books and online videos which will help with my progress on the project.

December

With semester 1 coming to an end and the exams just around the corner I was very pleased with the work I've put in the past few weeks on the project. It was important to get some

more hours in before the project takes a back seat to allow me to concentrate on my upcoming exams. With my requirements clearly outlined it's now time to put then into action and the planning for some of these requirements is well underway.

I've began to draw up a draft list of questions for an interview with a stakeholder (to be decided). I will arrange a time and place to meet this stakeholder to ask them some questions. These questions will be agreed upon by my project supervisor well in advance of the interview.

I've also started to create a list of possible survey questions which once completed and agreed with my project supervisor I plan to distribute to existing members of St Malachys Football Club (mostly to adult member and to some of the older schoolboy age groups if possible).

Like I said with the exams coming up its important that I am fully focused on them but after the exams I have just over a week's break before I begin semester 2. So in this short break I plan to slowly get back into the project and plan to put my requirement techniques into full flow. Once I begin to gather some information I can start putting that data into good use to help me further understand what way this project is shaping. Also research and literature reviews will begin to be written up these will go into my final project document.

I will also prepare for my mid-point presentation. The data I gathered will be vitally important to my mid-point presentation. I plan to practice my presentation in front of some stakeholders so they can provide me some feedback.

January

This past month as been the most productive month for working on the project so far. Once my exams were finished I had a week off before semester 2 started so I managed to get working on the project again. I've completed and uploaded my midpoint progress document which is a summary of work completed so far. The next deliverable is the first project presentation which will state the work completed so far, results, technologies used and what's next for the project. I don't feel too nervous about presentations although I'm looking forward to getting it over with.

I've sent a draft survey and a draft interview onto my project supervisor and am awaiting a response. The survey is aimed at the senior team of the football club asking them what they take the club can improve on. The interview (date to be arranged) is with the club secretary discussing his role and what the club want and what they expect of me. This 2 requirement elicitation techniques are very important to the project as it will provide me with vital results which will greatly help my understanding of how to go about meeting the project needs.]

I also plan on working on some literature reviews as part of the research of the project. I will be looking at other amateur club website as well as articles about sponsorship and requirements elicitation techniques. The project as really got going now and I look forward to working on it even more in February.

February

This past month as seen my project continue to make great strides. I have continued with the information gathering process through requirements elicitation techniques: interview with the club secretary and a survey which I sent out to the senior team of the football club. I gathered the results and will review them in due course.

I also gave my mid-point presentation which showed the progress my project has made so far and the 2 supervisor who I gave the presentation to were happy with what I showed them. I showed results to my elicitation techniques and what still has to be done.

My next deliverable is to finish off the requirements elicitation techniques (focus groups with parents) and once that's completed I can fully review all the relevant information I have gathered. I will continue to work on my personal project blog on WordPress and continue to meet with my supervisor.

March

This past month has been a very busy one for me as the semester is coming to a close. I had to start and finish 2 different assignments for my 2 modules fully began my study for my final year exams as well as work on the project. I finally completed the 2 assignments which has given me more time to work on the project. For the project I have continually updated my website blog which shows a progression of the work being done on the project. I have completed 2 interviews with the club secretary which has given me a fair idea of what sort of club website and what they want on it. I completed another survey which is mainly on the proposed club website. I will continue to research other ways in which technology can enhance the club. As the month was coming to an end I have had to leave the project to one side in order to concentrate on my exams as it's the last ever college exams I will have to do. When my exams finish on the 14th of April the project will be my main focus and I can look to finishing it off and preparing for the final document, final presentation and the project showcase.

April

The month of April seen the most progression of my project so far. I fully completed and analysed the results of all the requirements elicitation techniques I set out to do: Surveys, interviews, focus group as well as completing a Moscow analysis for the website requirements. I put all of the necessary documentation and information together as I look to complete the final project document. I completed some mock-ups of the different pages of the website to show the client so they can appoint a developer and look at getting some early releases of the website. I plan to have the final project document completed early in the first week in May so I can turn my focus to creating a poster for the project showcase. Once both the final document and the poster are completed and printed off they will be handed in on May 11th. Once that's completed I need to work on my final project presentation and then on how I will approach the showcase.

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