National College of Ireland

IEEE Requirements Specification Document

DRIVE

WEB CONSULTING

BUSINESS ANALYSIS. 2022

DRIVE WEB CONSULTING

BSc Technology Management

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DECLARATION COVER SHEET FOR BSHTM4 PROJECT SUBMISSION

- ## SECTION 1

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- ## SECTION 2

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1. REQUIREMENTS ELICITATION & ANALYSIS PLANNING

1.1 INTRODUCTION

My name is Denisa Andrei, I am a 4th year Technology Management Student with a specialization in Business Analysis. As a part of my Software Project module, I will be writing an IEEE Requirements Specification Document for the development and conceptualization of a web and social media optimization platform called Drive Web Consulting.

Prior to commencing the overall development and construction of the proposed platform, I will be conducting a thorough requirements elicitation process and stakeholder analysis which will enable a sense of clarity when trying to conceptualize the correct tools, strategies, methodologies and resources necessary for the completion of the project.

I will begin with defining the ultimate business needs as well as identifying capability gaps, this will then be followed up with a solution approach and the definition of the solution scope which will result

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in several key recommendations. This phase of the project will aid in structuring and defining the vital components of the project early on.

Furthermore, I will commence constructing a business case which will outline the executive summary, the problem statement, project definition, financial plan, risk assessment, option analysis as well as the ultimate value analysis and recommendations. This aspect will dive deeper into the justification for developing the proposed project. Key components will be discussed and defined to provide rationale for further decisions and strategies chosen. Both the business needs and the business case will act as the backbone for the rest of the project stages.

Additionally, a stakeholder analysis will be conducted to ensure the project meets all needs and requirements; stakeholders will play a huge role since this project will have a wide variety of stakeholders. Analysis and identification will be carried out as well as responsibility assignment, a communication plan and power/interest matrix will be constructed.

Moreover, a set of suitable requirements elicitation techniques including brainstorming, interface analysis, wireframes, prototypes, swot analysis and moscow prioritititisation will occur to ensure suitable and qualitative requirements are obtained in order to develop a high quality platform which will add value to the intended users life. Requirements will be broken down into functional and non-functional to further determine what is required in order to achieve a successful system development.

The proposed platform in development will enable businesses, startups, and entrepreneurs with an ultimate solution to effective marketing and advertising strategies, search engine optimization, pay per click, social ad conversions and integrations, analytics tracking and monitoring etc. Driver Web Consulting will aim to Drive businesses to success, hence the play on words; currently there is nothing equally as like Drive Web Consulting on the market therefore this platform already has an advantage right off the get go. Drive Web Consulting will primarily present the user with a free online questionnaire and consultation which will show the current stage and analytics of websites as well as all social media platforms, on the grounds of this there will then be a questionnaire presented to the user where they will get to answer a variety of questions such as who the target audience is, what the short term and long term goals of the company are, which platforms do they wish to grow and many more related questions. This questionnaire will enable Drive Web Consulting to formulate a strategy and game plan for the company. This strategy could include potential campaigns, AdSense, promotions, collaborations etc. On the basis of this, the user will then be presented with four different pricing plans. Each pricing plan will include distinct levels of tailored marketing plans ranging from basic to complex, the user will have the option between paying monthly, quarterly, or yearly, pricing is yet to be confirmed however the aim of Drive Web Consulting is to be able to cater to as many different clients as possible both service and budget wise, therefore if we fail to meet the goals and

expectations of user we will offer a 100% money back guarantee. From this point on, Drive Web Consulting will be constantly monitoring the status and analytics of platforms as well as putting the strategies into plan and showing a contrast between the current stages and the company's ultimate aims.

Drive Web Consulting is a platform which is solely and entirely focused on the user and their success therefore it is vital that thorough research and planning is conducted prior to beginning development. The requirements elicitation phase will be able to raise and bring forward a wide variety of valuable insights and necessities which will be crucial throughout the construction and completion of the platform.

1.2 BUSINESS NEED

When it comes to Drive Web Consulting, the business needs were broadly defined before the idea was even fully conceptualized. I believe that to construct and develop a successful project which possesses meaning, purpose and requirement, there must be an initial need. In this scenario I was able to put myself in the shoes of the user; through developing my own website and brand over the course of this year I was able to see how much complexity, time and cost goes into successful marketing and advertising. Moreover, as a part of a startup company, I was able to see first-hand how much of an impact successful marketing has on businesses of all sizes which is what led me to formulate the concept of Drive Web Consulting. I am surrounded by many up-and-coming entrepreneurs and startups therefore it was instantly quite clear that if a platform such as Drive Web Consulting would aid and benefit them in their journey to success, there are more than likely a multitude of startups, entrepreneurs and businesses of all sizes who would also greatly benefit and need Drive Web Consulting to kickstart their journey to success.

1.2.1 DEFINING BUSINESS NEEDS

When it comes to any platform dealing with marketing and advertising aspects, the spectrum is very wide, it is quite easy to get sidetracked and lose perspective of the initial idea formulated when the primary business needs are not clearly defined and reinforced every step of the way.

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With Drive Web Consulting the business needs are noticeably clear and concise, they will act as the backbone of the entire project as all aspects must conform to the proposed needs.

1. UNDERSTANDING THE NEEDS OF THE USER

The first business need which will be a crucial component upon completion is the ability to clearly understand the needs of the user. During the primary initial consultation and questionnaire, we will need to ensure that the questions listed will provide the most insightful results possible, moreover, the questions must be highly in-depth, and they must outline all aspects necessary to formulate a beneficial strategy for the user. Subject matter experts will be consulted in order to help with ensuring the standard of the consultation and questionnaire are up to par. This will be the users first impression of the platform so, as well as ensuring that they are insightful, everything must also be user friendly and intrinsic ease upon completion.

2. PROVIDING THE MOST SUCCESSFUL MARKETING STRATEGIES & SOLUTIONS

The second business need will consist of the ability to provide the user with the most suitable and successful marketing strategies and solutions. Ideally, this will be done through having many different preconceived notions and strategies formulated, however using certain key factors the user provides during the consultation such as the nature of the business and the target audience, the strategies and methods will begin to be specifically tailored, alongside this, depending on the pricing plan selected, there will be services and overall complexity available.

3. MONITORING & TRACKING ANALYTICS FREQUENTLY

Users will have the ability to see some aspects of their status and analytics for free on Drive Web Consulting, however, once the user purchases a plan and initiates a strategy with Drive Web Consulting, they will be able to constantly monitor live analytics key performance indicators as well as having the ability to view changes over a period side by side such as their status prior to initiating a specific strategy versus their status 2 weeks later. This will reassure and show the success of the strategy to the user.

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4. FLEXIBLE PRICING PLANS

One of the main aspects of Drive Web Consulting which will set it apart from other platforms is its flexible pricing plans. Often times startups, small businesses and new up and coming entrepreneurs will not have the budget to higher subject matter experts to manage marketing and advertising aspects, which is where Drive Web Consulting comes in, however there is no point in developing a platform which charges equally as much as a subject matter expert typically would, therefore we will aim to set the starting price as reasonably as possible as well as enable payment options to be split monthly, quarterly or yearly. Nonetheless, with complexity comes higher prices, therefore there will also be progressively higher priced plans available for users who are willing to spend more.

5. 100% MONEY-BACK GUARANTEE UPON DISSATISFACTION

Today there are many different established platforms which offer certain forms of marketing and advertising, therefore when stepping in as a new competitor it is important to gain trust and credibility from users. Being able to offer 100% money-back guarantee will not only entice users to try Drive Web Consulting but it will also motivate and influence the construction and development of a high-quality platform with little to no flaws to ensure the money-back guarantee is not going to be a frequent occurrence. In the chances that it is utilized by users, we will be able to identify the capability gaps, inconsistencies or errors and resolve them to ensure they are not recurrent.

6. HIGH QUALITY UX/UI

Platforms which specialize in marketing and advertising can oftentimes look and be quite overwhelming for the end user, especially when it is a new and unfamiliar territory, moreover, there are many other competitor systems which have been reviewed and poor due to their poor interface. The goal and aim are to make Drive Web Consulting's interface as user friendly as possible, displaying information and content in a manner which makes it easy for the user to navigate and understand what is going on.

1.2.2 IDENTIFYING CAPABILITY GAPS

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To clearly depict the status of the business needs, a gap analysis has been formulated. Through closely monitoring capability gaps it enables a clear contrast and demarcation between the desired situation, the current situation, and the action plan.

Allocating time towards referring to the gap analysis format will ensure that there will be no losing track of the primary business needs and that the project remains as coherent as possible.

DESIRED SITUATION	CURRENT SITUATION	ACTION PLAN
Insightful consultation plans and processes along with high quality questionnaires are formulated and signed off on.	The consultation plan and process as well as the questionnaires are in the brainstorming phase.	The consultation plan and process as well as the questionnaire components will be noted and confirmed by subject matter experts.
Preconceived notions and strategies are formulated with tailoring options available.	Methodologies and strategies are yet to be confirmed and formulated alongside subject matter experts.	Requirements elicitation will be used to formulate coherent and high-quality preconceived notions and strategies.
Accurate analytical monitoring options integrated and signed off on.	Integration options for monitoring analytics are still in the research phase.	Pros and cons of each viable option will be defined which will help make a final decision.
Pricing plans are confirmed and defined with the coherent services available listed.	Pricing plans are currently in the brainstorming phase.	Pricing plans will be chosen, coherent services will be split accordingly once the consultation plan and preconceived strategies are formed.
100% money back guarantee policy and terms of service/use are written and signed off on.	Policy and terms of service/use have not been commenced yet.	Policy and terms of service/use will be defined and outlined towards the final stages of the project.

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High quality UI/UX is present throughout the design process which is also confirmed by stakeholders.	The first draft of the user interface has been developed. Stakeholder feedback is pending.	Stakeholder feedback will be obtained to perfect the final draft of the website and tackle any issues or inconsistencies.

1.2.3 SOLUTION APPROACH

As can be seen in the gap analysis above, the project is still yet in its preliminary stages therefore the majority of the business needs are not completed but more so a work in progress. For each business need, an action plan and ultimate solution has been outlined to clearly depict the steps necessary in achieving the proposed goals.

When it comes to formulating the consultation plan and process as well as the questionnaire, they are both currently still in the brainstorming phase. Since they need to be highly in-depth and specific, a larger amount of time will be allocated towards creating it to a high standard, once this is completed, the results will be noted and confirmed by subject matter experts.

As for developing the preconceived notions and strategies as well as the aspects which are tailored, this aspect will be a huge component of the project overall, this phase has not yet been commenced however it will progressively be developed once the requirements elicitation phase is complete; alongside subject matter experts these services and packages will be formulated.

For analytical monitoring, research is ongoing to ensure integrations are done to a high standard with little to no room for error, pros and cons of all choices will be defined to make the best possible final decision.

When it comes to the pricing plans on Drive Web Consulting, it is still in the brainstorming phase, moreover, allocating specific prices as well as the services and packages that go with it will become simpler to determine once all the preconceived strategies and packages are formed.

Lastly, to ensure the UX/UI is of a high standard, the first draft will be shown to the stakeholders where feedback will be obtained to ensure the final draft of the interface is completed to a high standard.

1.2.4 KEY RECOMMENDATIONS

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Taking into consideration the proposed business needs as well as the gap analysis which outlines the desired situation, the current situation as well as the game plan, the next key step is to define a set of key recommendations which will ensure all phases of the project meet the proposed business needs.

1. ENSURING THAT THE REQUIREMENTS ELICITED BENEFIT THE BUSINESS NEEDS

The requirements elicitation techniques undertaken will provide a wide variety of valuable insights, information and ultimately requirements, on the grounds of this it is important that the insights obtained from these processes help meet the proposed business needs and ultimately support and assist in meeting the project goals and milestones without steering too far away from the primary needs, using the elicitation techniques strategically and logically will ensure the project remains consistent throughout.

2. OBTAIN FREQUENT STAKEHOLDER FEEDBACK

Since Drive Web Consulting is aimed at its stakeholders, and it has such a wide variety of different stakeholders too, it is vital that frequent feedback and communication takes place. Business needs such as the UX/UI and the pricing plan for instance are also factors which will directly impact the stakeholder or end-user therefore their input and feedback is important to ensure Drive Web Consulting encapsulates all the necessary needs and requirements needed to succeed.

3. REINFORCE & REVISIT BUSINESS NEEDS OFTEN

As previously mentioned, when it comes to projects and platforms which deal with marketing aspects, it is quite easy to get sidetracked without realizing, as such, it is important that the business needs are reinforced and revisited often to check if they have been met or if they are still a work in progress. Upon completing Drive Web Consulting, all of the proposed business needs must be met.

1.3 BUSINESS CASE

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The overall idea of Drive Web Consulting came quite naturally; I was able to put myself in the shoes of the end-user and determine a number of different factors which were encapsulated in an ultimate platform such as Drive Web Consulting. As previously mentioned, I have been in the process of progressively developing my own website and brand over the space of a year, I also have friends and family who are up and coming small businesses therefore I was able to briefly consult with them and see if they were experiencing the same struggles as me when it came to marketing and overall optimization, as it was a9 foreign territory for many of us we were able to reach a general consensus that we could all greatly benefit from a platform like Drive Web Consulting, which directly proves that there must be many small businesses, startups or entrepreneurs who would also want or need such a platform. Moreover, as a member of a startup, I was able to see the impact successful marketing has on small businesses, the profits, success and popularity generated from marketing and optimization alone goes to show the importance it has when it comes to both kickstarting and multiplying overall success.

1.3.1 EXECUTIVE SUMMARY

Drive Web Consulting is a marketing social media and web optimization platform created by the user, for the user. The primary objective and aim of Drive Web Consulting is to drive businesses, startups, and entrepreneurs towards success through providing a solution to effective web marketing and social media optimization at a reasonable budget. The secondary objective of Drive Web Consulting is to attract and encourage more people to start their own business or company through providing them with the correct tools and strategies to succeed. Drive Web Consulting will work through a primary consultation process where the user's information, needs and goals will be considered, additionally the status and analytics of websites as well as all social media platforms will be displayed. The consultation will then lead to the formulation of preconceived strategies and plan of action such as potential campaigns, AdSense, promotions, collaborations etc. There will be four pricing plans available ranging from basic to complex which will cater to diverse needs as well as budgets, in the rare occasion that Drive Web Consulting fails to meet the goals and expectations of users there will be a 100% money back guarantee. Once the strategy and package are initiated the user will be able to monitor and track the status and key performance indicators of all their platforms every step of the way.

Today there are a few platforms currently on the market which can aid users in marketing and optimization such as google analytics, MailChimp and Hootsuite, however they are not directly

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equivalent to Drive Web Consulting. The market competitors currently available tend to solely focus on one marketing aspect such as social media in Hootsuite's case, however, with Drive Web Consulting all aspects of marketing and optimization are present on one platform, and the bulk of the challenging work is done by the platform as opposed to relying entirely on the user.

Alongside subject matter experts and stakeholders, the platform will be developed in a manner which will meet all expectations, requirements, and needs.

Through aggressive marketing and a thorough expansion plan, we aim to double profits by the end of the first year and quadruple profits by the end of the second year.

1.3.2 PROBLEM STATEMENT

To construct and conceptualize a successful project and ultimate platform, there must be a set of problems which it must tackle and solve, the problems which will be solved will give Drive Web Consulting a competitive advantage setting it steps above current platforms which fail to meet certain expectations or tackle current issues.

1. EVIDENT MARKET GAP

Drive Web Consulting has an initial competitive advantage because there is currently a market gap when it comes to marketing platforms which encapsulate all the different forms and strategies of marketing such as social media optimization, search engine optimization, AdSense, campaigns and so much more. Moreover, platforms of such nature tend to be costly, whereas Drive Web Consulting will have affordable packages for users on a tighter budget. Additionally, most platforms of this nature tend to be complex which can oftentimes discourage users who are not familiar in this field, however, with Drive Web Consulting the UX/UI will be of a high standard for the user to be able to navigate with ease.

2. CURRENT OPTIONS ARE EXPENSIVE

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Hiring subject matter experts to manage marketing and optimization is typically too expensive for startups and small businesses, therefore oftentimes the business owner will attempt to take on the challenge themselves and manage these aspects alone. Doing so tends to typically not be the most successful option right off the bat as there is a lack of knowledge and experience present. Moreover, platforms which are made to aid with this service can be expensive too. Oftentimes trial and error are necessary to determine the best platform to use, however that might not always be an affordable option or situation. With Drive Web Consulting, all pricing plans will range in an affordable manner. Moreso, the 100% money-back guarantee upon failure will enable the trial-and-error phase for users who might be skeptical or reluctant to try Drive Web Consulting.

3. MOST PLATFORMS REQUIRE TRAINING

The vast majority of platforms which are readily available tend to be so complex to the point where they require training. For instance, Google Analytics has been deemed as highly complex, many users have reported that they were unable to use the platform without long hours of research and training. However, when it comes to Drive Web Consulting, there will be a great amount of time allocated towards developing a high-quality user interface design and system which will display information in a manner which makes it simple to navigate for users who are new to this area.

4. CURRENT PLATFORMS PROVIDE SINGULAR FEATURES

Many, if not, all platforms currently focus solely on one aspect or feature of marketing whether that is email advertising or social media optimization. However, most businesses or companies require more than just one form, alternatively, users who are foreign to this area might not know which specific form of marketing is best suited for their company. On the grounds of this it was very important to ensure Drive Web Consulting encapsulates as many different forms of marketing as possible which will then be preconceived into packages and allocated to users depending on what their business is and what their marketing goals are.

5. COMPLEXITY ON SUBJECT DISCOURAGES USERS

When personally looking into marketing, it was almost inevitable that some amount of discouragement was to occur. Marketing is such a broad subject matter, often times users who are

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not familiar with this area might not have the time or budget to get up to speed with the most suitable options of the newest methodologies, however, it is still a vital component of all businesses which is why Drive Web Consulting will be the new go-to for new businesses. The platform will have all the tools and elements needed to succeed.

1.3.3 PROJECT DEFINITION

In order to clearly define some of the vital components of Drive Web Consulting, the means by which they will be developed and completed have been listed as well as the possible constraints which might occur. This will help plan and prepare for a wide variety of possible outcomes.

ENDS	MEANS	CONSTRAINTS
Consultation Process	Brainstorming & Feedback	Timeframes & Deadlines
Preconceived Strategies	SME Meetings & Requirements Elicitation Results	Skill Levels & Dependencies
Analytical Monitoring	Integrations	Resources
Affordable Pricing	SWOT Analysis & Brainstorming & Feedback	Dependencies
Policy & Terms of Service/Use	Analysis & Feedback	Legal & Policy
High Quality UX/UI	Interface Analysis, Prototyping & Feedback	Funding & Resources
Ease of Use	SME Meetings & Feedback	Dependencies
Tailored Services	Requirements Analysis Results	Funding & Skill Levels

1.3.4 RISK & OPTION STATEMENT

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Some of the outlined risks and constraints include timeframes and deadlines, skill levels, dependencies, resources, legal & policy matters & funding. Having outlined these during the pilot stages of the project will help to prepare for future risks.

1. TIMEFRAMES & DEADLINES

Failure to meet timeframes and deadlines could result in the ultimate delay of the entire project, this might raise costs and lead to inconsistencies throughout the project. Setting clear deadlines and timeframes helps raise clarity regarding what is expected to be delivered and when. It adds a clear structure to the entirety of the project, which is especially important when it comes to high complexity projects such as Drive Web Consulting. To ensure timeframes and deadlines are met, tasks will be split into micro and macro goals and frequent monetization will take place.

2. SKILL LEVELS

Lack of skill levels is a major risk and constraint when it comes to the development of Drive Web Consulting because it requires prominent levels of information within the field of marketing and advertising. Lack of skill and expertise could lead to misinformation which might negatively influence the reputation and success of the result. To avoid such situations, I will be diligently working alongside subject matter experts and stakeholders to ensure all information is relevant and consistent. Moreover, frequent feedback will be obtained to make sure all elements of the platform are coherent.

3. DEPENDENCIES

Typically, the most complex aspects and tasks undertaken during the development of Drive Web Consulting will have dependencies. This can oftentimes slow down or delay development, however if we note the first point, timeframes and deadlines will be proactively managed to ensure the dependencies will not be of risk.

4. LEGAL & POLICY

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Legal and policy risks typically come from regulatory obligations. The inability to thoroughly research this aspect could lead to costly risks and the ultimate downfall of Drive Web Consulting therefore a great amount of time will be allocated towards formulating a correct policy and terms of service/use.

5. RESOURCES

Lack of necessary resources could potentially lead to the risk of inconsistencies or low-quality outcomes. To avoid this situation, resource management will take place, any necessary resources will be determined early on so that budget and planning could be initiated to ensure resources are readily available.

6. FUNDING

Lack of funding could potentially result in poor outcomes as well as lower quality results. Drive Web Consulting aims to pride itself on extremely high-quality services and components, therefore financial analysis must be formulated during the initial stages of the project.

1.3.5 KEY RECOMMENDATIONS

Through outlining the potential risks and constraints, I was able to define all the potential solutions which enabled the conceptualization of the key recommendations necessary in preventing threats.

1. WORKING CLOSELY WITH SUBJECT MATTER EXPERTS AND STAKEHOLDERS

When developing Drive Web Consulting it is important to focus on working closely and meeting often with subject matter experts and stakeholders to ensure there is no misinformation or inconsistencies throughout the entire development process. Any issues that may arise have a higher chance of being spotted and resolved early on through doing so.

2. TIME-MANAGEMENT

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Due to the complexity and nature of Drive Web Consulting as a platform and a project in development it is vital that time management takes place throughout the entirety of the development. There are a multitude of dependencies therefore one task or process in delay could act as a domino effect and delay the entire development process. Timeframes, deadlines, milestones as well as macro and micro tasks and goals should be allocated to add structure and reliability to the development of Drive Web Consulting.

3. RESOURCE MANAGEMENT

Stating and defining required resources early on and focusing on resource management is the best possible strategy when developing a business plan. Successful resource management leads to improved profitability, project success, accurate estimates, and a predictable project timeframe therefore it is an important aspect to note.

4. FINANCIAL MANAGEMENT

Oftentimes projects are planned according to the budget available. All objectives and tasks must conform to the proposed budget therefore managing finances correctly from the get-go is the best possible practice. All proposed goals and needs must be financially viable prior to commencing with development.

1.4 STAKEHOLDERS

As stated in the executive summary, Drive Web Consulting is a platform created by the user, for the user. Stakeholders play a huge role throughout the entire development process and there are a multitude of them. Each stakeholder affects this project in some way whether it isa` directly or indirectly.

1.4.1 IDENTIFYING THE STAKEHOLDERS

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To better understand and define the role and impact each stakeholder has upon the project we will start off by defining the stakeholders and analyzing how or why they will be involved in Drive Web Consulting's development and release. Secondly, we will formulate a responsibility assignment matrix chart to clearly outline how each stakeholder should be communicated with throughout the entirety of Drive Web Consulting's completion. Moreover, we will conduct a communication plan and power/influence matrix to be able to state and define how each stakeholder should be managed as well as being able to clearly see the level of impact they have upon the project.

1.4.1.1 ENTREPRENEURS, BUSINESS OWNERS & STARTUPS

The first stakeholder considered throughout the course of this project would be entrepreneurs, business owners and startups. Initially the platform has been created and aimed specifically for these stakeholders with the goals of driving them to success and kick starting their journey towards growth and expansion. We predict that Drive Web Consulting will primarily be utilized by these stakeholders therefore their input and feedback plays a huge role throughout the development of the platform.

1.4.1.2 SUBJECT MATTER EXPERTS

Due to the nature of this project, various insights, knowledge, and information from subject matter experts is required to ensure success and accuracy levels remain high. An expertise in marketing and web development is vital to ensure Drive Web Consulting meets the proposed business needs and requirements with little to no misinformation or room for errors. It is likely that subject matter experts will have to confirm and sign off on various aspects and tasks carried out during the developmental stages.

1.4.1.3 END-USERS

Although it has been mentioned that Drive Web Consulting was aimed at entrepreneurs, business owners and startups, that is not to say that the everyday user cannot also use and benefit from Drive Web Consulting. This platform can be used by absolutely anyone and everyone looking to drive traffic to a certain platform. As such, the customer will always come first therefore their input, feedback and consensus will play a key factor when developing various aspects and signing off on tasks.

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1.4.1.4 COMPETITORS

Competitors play a valuable role in assisting with the development of Drive Web Consulting. Through closely analyzing their processes, features as well as some of the feedback and criticism their users have to say, we can then determine exactly what Drive Web Consulting requires to be one step ahead of the competitors as well as what aspects most similar platforms fall off on, which helps us ensure we avoid and prevent facing the same errors and fallbacks.

1.4.1.5 PROJECT TEAM

The project team is comprised of many different roles and positions such as front-end and back-end developers, UI and UX designers, researchers, project manager, business analyst and many more. These stakeholders hold most authority and importance regarding the development of Drive Web Consulting; as such it is important to ensure communication is always maintained and that the team operates cohesively.

1.4.2 RESPONSIBILITY ASSIGNMENT MATRIX

Below I have formulated a relevant Raci Matrix chart to better depict the stakeholders and the degree of responsibility they possess. 'The RACI Matrix is a methodology comprising of four separate criteria; responsible, accountable, consulted and informed. This methodology is commonly applied to organizational management which provides and illustrates an efficient perspective on how workload and responsibilities are typically split among teams in relation to each of the key functions of an organization.

The first benchmark, which is responsibility, refers to the highest level of authority regarding a job or task performed. The stakeholders which fall under the responsible category is everyone comprised within the project team. The project team is responsible for the completion of Drive Web Consulting along with any processes, jobs and tasks involved in construction.

The second benchmark, which is accountability, refers to someone who is accountable for the performance and standards of a certain process making them the ultimate decision-makers. The stakeholders which fall under the accountable category include both the project team and the subject-

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matter experts because they have the correct knowledge and experience to be able to maintain standards at a steady level whilst being trusted as the decision-makers regarding important aspects.

The third benchmark, which is consultancy, refers to someone who should be consulted regarding possible changes, details, requirements or any relevant information or data. The stakeholders which fall under the consulted category include both the project team and subject matter experts due to the fact that they are first-hand responsible for the performance and management of drive web consulting's development; as such, any relevant updates, changed or information must be ran by these stakeholders to ensure no inconsistencies occur in development and the project itself remain coherent.

The last benchmark, which is information, refers to anyone who should be frequently informed on any important and relevant updates and changes. All stakeholders fall under this category including entrepreneurs, business owners, startups, subject-matter experts, end-users, competitors and the project team. Some stakeholders have the authority and expertise to offer insightful feedback which can benefit the development, in contrast, stakeholders with no authority such as the end users, potential clients and competitors may also be informed in order to obtain feedback and opinions which can aid in innovation and improvement or change market standards.

STAKEHOLDERS	RESPONSIBLE	ACCOUNTABLE	CONSULTED	INFORMED
ENTREPRENEURS, BUSINESS OWNERS & STARTUPS				X
SUBJECT-MATTER EXPERTS		X	X	X
END-USERS				X

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COMPETITORS				X
PROJECT TEAM	X	X	X	X

1.4.3 COMMUNICATION PLAN & POWER/INFLUENCE MATRIX

Below is a communication plan which will be utilized to depict the nature of communication and suitability required with each stakeholder throughout the development of Drive Web Consulting. This plan and structure can be utilized to correctly plan the structure of communication whether it is through meetings, personal check-ins, agenda summaries, emails, newsletter etc. Another aim of this matrix is to offer perspective into the level of power and interest which will aid throughout various requirements elicitation processes.

The stakeholders who must be managed closely hold the highest level of both power and interest; these stakeholders must be frequently involved in important decisions and must be engaged on a regular basis in order to maintain a strong relationship. The stakeholders which must be managed closely include the project team and subject-matter experts since they are directly responsible for performance, development and standards of Drive Web Consulting, as such it is vital to ensure everyone remains on the same page and that any decisions, changes or updates align with the end result. Frequent communication methods such as scrum and internal meetings are highly recommended to ensure everything progresses correctly.

In addition, stakeholders who must be kept informed have a low influence but a high interest, they require low monitoring and management however it is important to frequently keep them informed due to the fact that there is ultimately a certain level of impact they are going to face as a result of the project. The stakeholders who will be kept informed are the entrepreneurs, business owners and startups as a result of relevant interest; any updates regarding Drive Web Consulting's progression might aid in their development one way or another thus providing insightful feedback and insights.

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The stakeholders who must be kept satisfied are the ones whose needs must be met; they are of high importance but might hold lower interest in comparison to someone who is managed closely. They cannot control the turnout or success of this project however any needs or requirements they have must be met, it is important to maintain good levels of communication with this stakeholder however they will often not be interest on the small internal elements and areas. The stakeholders who must be kept satisfied are the end-users as they are the ultimate determining factor towards the success of the final development.

Lastly, we have the stakeholders who need to be monitored, these stakeholders have low power and relatively low interest on the matter. The stakeholders who will be monitored are any relevant competitors as any market changes might have a direct impact on potential decisions and changes regarding the development of Drive Web Consulting. It is important to monitor competitors in order to ensure the development is one step above the rest.

STAKEHOLDERS	MANAGE CLOSELY	KEEP INFORMED	KEEP SATISFIED	MONITOR
ENTREPRENEURS, BUSINESS OWNERS & STARTUPS		X		
SUBJECT-MATTER EXPERTS	X			
END-USERS			X	

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COMPETITORS				X
PROJECT TEAM	X			

2. REQUIREMENTS ELICITATION TECHNIQUES

Requirements elicitation processes are a vital component of any project. It is an important aspect which must not be neglected as it targets the root elements which must be present within the product or development whilst also illuminating several pinpoints which are beneficial throughout the entire formulation and development. Requirements elicitation techniques enable teams to identify elements which need to be addressed within the final product, features which are either expected or required, the needs of users and many more. Eliciting requirements successfully will dynamically reduce chances of project failure whilst also instilling certain standards and principles internally throughout development.

Once the initial business need is determined, it is in turn equally as important to address the stakeholder needs to ensure that this end product will actually be desired and demanded by its users whilst adding a benefit and value to their life or business; providing a product of service which is developed successfully but doesn't add any benefit or value through rectifying gaps or obstacles is bound to result in failure, as such, it is important to identify which elicitation techniques must be conducted in order to provide the most insightful information which can be used for development.

The ultimate aims of requirements elicitation for this project are as follows; the development will be very heavily reliant on a smooth, clean and simple interface due to the fact that it is targeted towards users who might not necessarily be highly tech savvy ultimately looking for a simple system to handle complex matters. Drive Web Consulting prides itself on its excellent user experience therefore

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interface analysis, prototyping and wireframes will be used to strategically plan out the visual components as well as the user experience flows to ensure objectives are met. Additionally, the concept of Drive Web Consulting is quite complex due to the fact that it is comprised of so many components and features; as such, brainstorming and SWOT analysis will be utilized to not only depict which features are suitable but also to gain awareness regarding important criteria and scenarios of potential strengths, weaknesses, opportunities and threats in order to conceptualize a strategized gameplan.

2.1 BRAINSTORMING

Brainstorming is an excellent requirements elicitation technique which can shed light on several different viewpoints and opinions. When dealing with complex feature-heavy projects, a technique such as brainstorming is a great strategy as it will become quite apparent the outlook each stakeholder has on the projects and what features, or components are most desired as well as which real-world issues could be resolved by the development.

THE OBJCTIVE

The objective of this brainstorm is to transparently understand the wants, needs and expectations of stakeholders regarding the development of Drive Web Consulting. Through gathering a variety of different parties together and bouncing ideas off one another it will become apparent what sort of elements must be vital components of the development furthermore streamlining the planning and development of Drive Web Consulting. It is equally important to create a successful product which looks and operates smoothly whilst also solving some real-world problems and adding value to people's lives.

THE PARTICIPANTS

The participants which took place in the brainstorm included a current entrepreneur and a small business owner who could benefit from a development such as Drive Web Consulting as well as a potential user who has shown interest along the way. Additionally, some subject matter experts in the

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field of development, marketing and UX/UI also participated to offer a professional internal insight regarding what elements they deem as essential or beneficial from their personal perspectives.

- Entrepreneur
- Business Owner
- Potential User
- Subject Matter Expert (Development)
- Subject Matter Expert (Marketing)
- Subject Matter Expert (UX/UI)

THE LOCATION

The brainstorm was held remotely through Google Meets.

THE DATE

The brainstorm took place on Monday November 1st, 2021.

THE TIME & DURATION

The brainstorm took place at 1:05pm and lasted 30 minutes.

THE GUIDELINES

To ensure the entire process ran as planned, a set of guidelines was formulated previously to avoid any potential inconsistencies or issues during the brainstorming. All participants received the set of guidelines prior to the commencement of the brainstorm; as such, no issues occurred, and the process went as planned.

- Mobile phones must remain on silent throughout the duration of the brainstorming session.
- Participants must be transparent and open with no judgement upon one another.

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- Participants cannot influence other views and perspectives by discussing the topic prior to the brainstorming session.
- Participants cannot interrupt one another; each person must get a chance to discuss their views.
- There is no right or wrong answer during the brainstorming session.
- Participants must enter the Google Meets meeting room 5 minutes prior to the set time to ensure the meeting can commence with all members present.

2.2 INTERFACE ANALYSIS

Interface analysis is used to state and depict how the users will interact with the interface. This technique illuminates how the context of inputs and outputs affects stakeholder interaction as well as the boundaries in-between. Through identifying the interfaces as well as the set on inputs and outputs it offers insight regarding how the project will need to handle these situations and interactions. It is important to conduct this analysis early in the project in order to get a sense of clarity regarding how everything will work together.

THE OBJCTIVE

The objective of conducting interface analysis is to provide clarity regarding how users and stakeholders will interact with Drive Web Consulting. Due to the fact that this platform will be rather complex with a wide range of features, it is important to be aware of the inputs and outputs affecting the interaction of the platform. It is essential to ensure interactions are made as simple and smooth and possible in order to be able to successfully cater towards users who might not be too tech savvy, as such, determining the interface, inputs and outputs will enable ease when formulating an interaction strategy. This will be depicted using use case diagrams, site mapping and user flows.

THE PLAN

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The interface analysis began with a preparation phase where previous documentation and requirements elicited through the brainstorm will be identified in order to pave the way for the progression of the interface analysis and provide some context regarding what the root criteria consists of. On the grounds of this, the most suitable interface was identified which clarified its initial function, usage frequency and any relevant data; this then depicts the exchange methods between the two entities and exchange frequency. All data and information obtained was depicted through use case diagrams focusing on the function, scope and interactions between the platform and its users, site mapping which is a hierarchical display method depicting the pages present on the interface, user flows which transparently depicts processes from start to finish within an interface as well as an information architecture diagram which is the ultimate blueprint of the entire structure and architecture of Drive Web Consulting. These steps will aid and provide clarity for the additional techniques which are Wireframes and Prototyping ultimately formulating a smooth, usable, valuable and accessible platform.

2.3 WIREFRAMES

THE OBJCTIVE

The aim of developing wireframes is to take the previous requirements gathered in the brainstorm as well as the internal system structure formulated during interface analysis with the use of use case diagrams outlining interactions, site mapping depicting the hierarchical system structure, system architecture diagram which is the blueprint of the entire system design as well as additional user flows to better understand how activities will be conducted on the interface. Utilising data and requirements obtained from the above techniques enabled the formulation of coherent and logical wireframes which proved that the navigation and utilisation of the interface was a smooth and seamless one ultimately sticking with the proposed UX/UI guidelines. The developed wireframes will bring all previous structures to life through placing components and features where suitable in order for the internal and external operations to proceed with ease.

JOURNEY MAPPING & LO-FI / HI-FI WIREFRAMES

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Prior to developing a set of wireframes, journey mapping will take place to better highlight the important touchpoints present when performing a task from start to finish; through doing this, it will enable the construction of the wireframe to better benefit and serve the ease and usability of the interface through instilling awareness and consideration in all aspects of development. On the grounds of this a set of low fidelity wireframes will be developed in order to show the brief layout and design of the interface which will then be transmitted as a high fidelity wireframe with a greater attention to detail and the overall user interface as oppose to just user experience.

2.4 PROTOTYPE

THE OBJCTIVE

A prototype is is an essential componenet of vast majority of products due to the fact that it encapsulates all requirements and criteria into a ultimate high fidelity design concept. The prototype depicts what the end product should look like regarding structure, content, layout, and process. Formulating detailed protoypes further enables success rates due to the fact that they can be tested by stakeholders where feedback can be obtained and utlised to refine and perfect the initial design. On the grounds of this, prototypes are handed over to the developers and engineers who then bring imagery to reality, as such, the more detail and accuracy present within the prototype, the better.

PROTOTYPE MUSE

The prototype is formulated based off previous requirements elicication techniques; the objectives illuminated during interface analysis depicting hierachy, interaction, structure and architecture combined with the wireframe which almost acts as a skeleton, should enable the developemnt of a very accurate, cohesive and smooth prototype. All previous processes and requirements elicitation techniques have contributed and added value to the development of prototypes due to the fact that it provided clarity and transparency in order to be able to construct the most suitable user interface.

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2.5 SWOT ANALYSIS

THE OBJCTIVE

The aim of conducting a SWOT analysis is to identify a set of requirements which will determine how the development should progress. For instance, the set of strengths determined will depict the high points of the business which means emphasis must be placed on that particular aspect in order to facilitate growth; if a strength is pricing, this means that the business must continue on an affordable rate and alternatively even formulate better pricing to further promote growth. In contrast, weakenesses are also important to note early on in order to be able to rectify the situation and determine ways in which these weaknesses should and could be tackled. The opportunities illuminated will project ways in which the development could improve and innovate; this is important to note as further additions and developments could be planned for as early as the prime development stage, however, in contrast the threats are essential to note due to the fact that they can often times be prevented through addressing the issue early on. Determining the high points and the low points of Drive Web Consulting will result in a set of valuable requirements which will aid in internal and external development.

THE PLAN

The plan is to facilitate a brainstorming session with the stakeholders involved in order to collectively determine the strengths, weaknesses, opportunities and threats ensuring all possible points get listed. On the grounds of this, a second brainstorming session will occur right after to determine a set of potential solutions against the weaknesses and threats determined. This will ensure potential risks will be prevented and tackled prior.

THE PARTICIPANTS

The participants who took part in the discussion include an entrepreneur, a business owner, a potential user, development subject matter expert, a marketing subject matter expert and a UX/UI subject matter expert. Having variety in the stakeholders present ensures that the brainstorm results are as varied as possible hitting all possible points from as many different perspectives as possible.

- Entrepreneur

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- Business Owner
- Potential User
- Subject Matter Expert (Development)
- Subject Matter Expert (Marketing)
- Subject Matter Expert (UX/UI)

THE LOCATION

The discussion was held remotely through Google Meets.

THE DATE

The discussion took place on Monday January 28th ,2022.

THE TIME & DURATION

The discussion at 2:05pm and lasted 30 minutes.

THE GUIDELINES

To ensure the entire process ran as planned, a set of guidelines was formulated previously to avoid any potential inconsistencies or issues during the brainstorming sessions. All participants received the set of guidelines prior to the commencement of the brainstorm; as such, no issues occurred, and the process went as planned.

- Mobile phones must remain on silent throughout the duration of the brainstorming session.
- Participants must be transparent and open with no judgement upon one another.
- Participants cannot influence other views and perspectives by discussing the topic prior to the brainstorming session.

34

- Participants cannot interrupt one another; each person must get a chance to discuss their views.
- There is no right or wrong answer during the brainstorming session.
- Participants must enter the Google Meets meeting room 5 minutes prior to the set time to ensure the meeting can commence with all members present.

2.6 MOSCOW PRIORITIZATION

THE OBJCTIVE

Moscow prioritization and acceptance criteria is an agile business method utilised to structure obtained requirements in an hierachial manner where the importance and prioritisation is determined. The requirements will be noted as must haves, should haves, could haves, will not haves. This will determine which requirements must be prioritised earliest as well as which requirements will be either eventually addresses, potentially adressed or disregarded. This technique is vital due to the fact that it breaks up hyge lists of requirements into managable chunks denoting their importance.

3. REQUIREMENTS ELICITATION RESULTS & FINDINGS

Once the most suitable requirements elicitation techniques have been chosen and once the objective, plans and guidelines have been set, the elicitation techniques are put in operation. Once each technique has been conducted, the insights obtained have proved to be highly insightful providing qualitative requirements as well as depicting important internal and external aspects such as interactions and architecture. The requirements, results and findings obtained will ultimately be categorised using a swot analysis in order to determine where each criteria stands. This structure enables smooth implementation of clear essential requirements which will shape and form a cohesive development whilst still adhering to initial objectives, plans and business needs withput disregarding the point of view of the users and stakeholders forming a desireable product which will add value to users lives.

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3.1 BRAINSTORMING RESULTS & FINDINGS

The brainstorming session was successfully conducted according to plan. Primarily we commenced with listing out vital components, features, services, aspects, and technologies associated with the development of Drive Web Consulting. Through having such variety regarding the stakeholders present in the brainstorm, the results were varied, however they all tied in together and aligned with the initial proposed plan and guideline. The brainstorm illuminated the consultation topics, the premade plans, pricing plans, plan criteria, payment structure, visuals, tailoring, guarantees, development technologies, UX/UI components, UX/UI technologies, and services present within the app.

This brainstorm has initially paved the way for the additional techniques covering prototypes, interface analysis and wireframes; acting almost as a backbone, once the components have been outlined, the visual components as well as the initial user experience should be formulated with much more ease. The brainstorming ultimately brought some clarity regarding the ultimate formulation of Drive Web Consulting.

THE BRAINSTORM:

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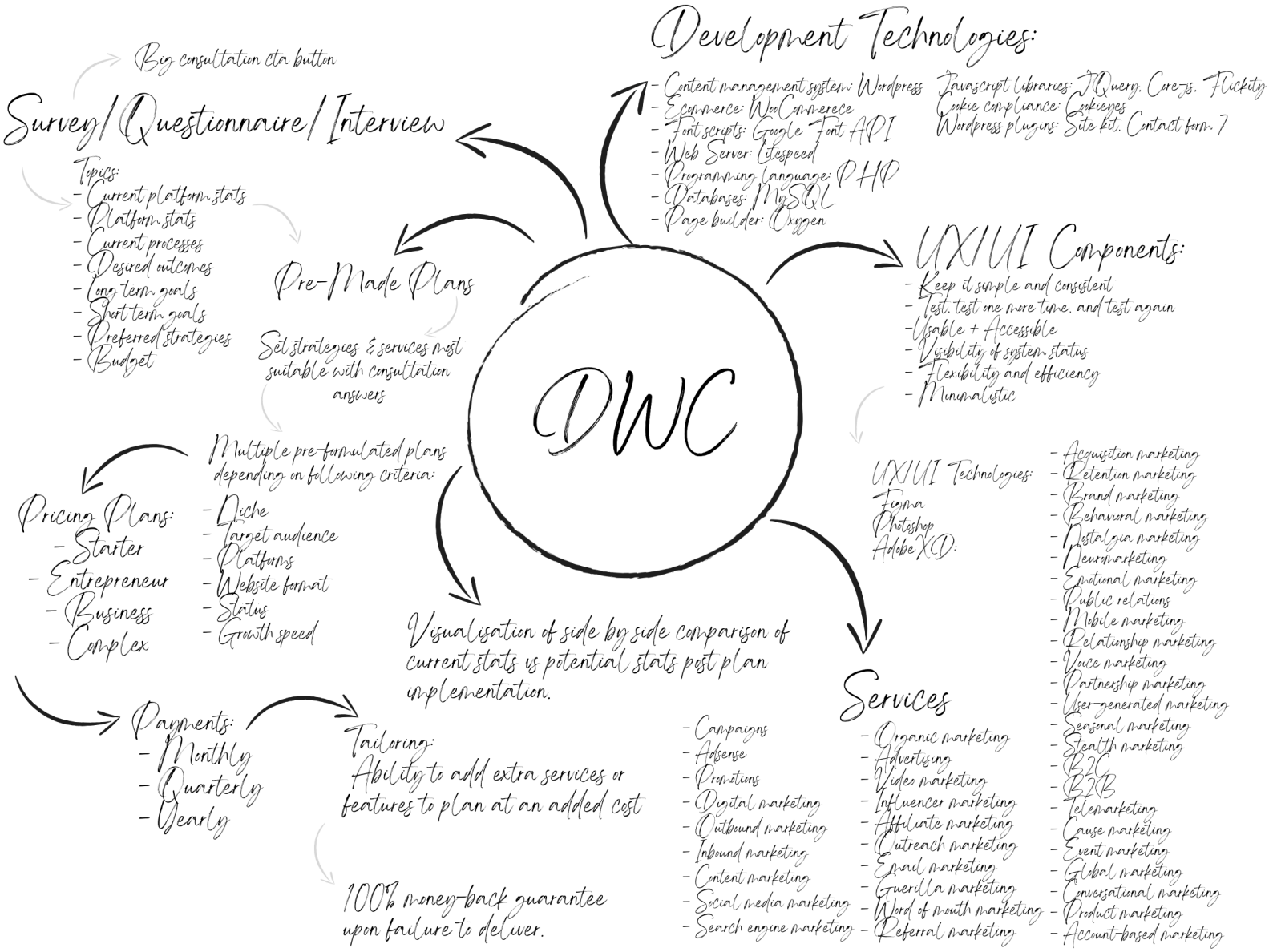

OVERALL RESULTS:

The results obtained from the brainstorming session have been split up into three sections including components which will be included in development, components which aren't yet totally confirmed and components which require more research before signing off on it.

TO BE INCLUDED:

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- Survey/Questionnaire/Interview Topics:

- Current platform stats
- Platform stats
- Current processes
- Desired outcomes
- Long term goals
- Short term goals
- Preferred strategies
- Budget

- Premade Plans:

Set strategies & services most suitable with consultation answers + depending on following criteria:

- Niche
- Target audience
- Platforms
- Website format
- Status
- Growth speed

- Visualization of side-by-side comparison of current stats vs potential stats post plan implementation.

- Tailoring: Ability to add extra services or features to plan at an added cost

- 100% money-back guarantee upon failure to deliver.

- UX/UI Components:

- Keep it simple and consistent

- Test, test one more time, and test again

-Usable + Accessible

- Visibility of system status

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- Flexibility and efficiency

- Minimalistic

TO BE CONFIRMED:

- Pricing Plans:

- Starter

- Entrepreneur

- Business

- Complex

- Payments:

- Monthly
- Quarterly
- Yearly

- Development Technologies:

- Content management system: Wordpress
- Ecommerce: WooCommerece
- Font scripts: Google Font API
- Web Server: Litespeed
- Programming language: PHP
- Databases: MySQL
- Page builder: Oxygen
- Javascript libraries: JQuery, Core-js, Flickity
- Cookie compliance: Cookieyes

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- Wordpress plugins: Site kit, Contact form 7

- UX/UI Technologies:

- Figma
- Photoshop
- AdobeXD

TO BE FURTHER RESEARCHED:

- Campaigns

- AdSense

- Promotions

- Digital marketing

- Outbound marketing

- Inbound marketing

- Content marketing

- Social media marketing

- Search engine marketing

- Organic marketing

- Advertising

- Video marketing

- Influencer marketing

- Affiliate marketing

- Outreach marketing

- Email marketing

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- Guerilla marketing
- Word of mouth marketing
- Referral marketing
- Acquisition marketing
- Retention marketing
- Brand marketing
- Behavioral marketing
- Nostalgia marketing
- Neuromarketing
- Emotional marketing
- Public relations
- Mobile marketing
- Relationship marketing
- Voice marketing
- Partnership marketing
- User-generated marketing
- Seasonal marketing
- Stealth marketing
- B2C
- B2B

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- Telemarketing

- Cause marketing

- Event marketing

- Global marketing

- Conversational marketing

- Product marketing

- Account-based marketing

3.2 INTERFACE ANALYSIS RESULTS & FINDINGS

Conducting interface analysis has gone to plan due to the fact that it has illuminated a successful interface which can offer ease of interaction and flow. The process has shed light on the complex internal components depicting how an external interface can best be utilised to ease the process. This process has ultimately formulated an imaginary backbone for the additional processes which are wireframes and prototypes as the background components are clearly defined making it a smooth process to visually design and develop.

ANALYSIS

The first step required to closely analyze the brainstorming session conducted with the stakeholders and note any essential requirements as well as reviewing previous documentation and noting all relevant business needs, objectives and goals in order to have a clear view of what the interface must be capable of achieving. Through reviewing past processes, it has become apparent that the following requirements must be present within this development:

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- Insightful consultation plans
- Survey
- Questionnaire
- Interview
- Live platform statistics
- Side-by-side comparison of current vs potential statistics
- Preconceived plans and strategies
- Tailoring & customizations
- Accurate analytical monitoring
- Three diverse yet affordable pricing plans
- Payment options
- 100% money back guarantee upon failure
- High-quality UX/UI
- Simplicity, minimalism & consistency

Alongside the following requirements, identifying the potential inputs and outputs is another essential component required in order to better understand how the interactions between the user and interface will operate in order to choose the best strategy and methodology for these activities to be structured. The potential inputs and outputs are as follows:

Inputs:

- Consultation data
- Survey answers
- Questionnaire answers
- Interview answers
- Platform credentials and data
- Plan customizations
- Payment details
- Login/registration details

Outputs:

- Live platform statistics
- Statistics comparison & contrast

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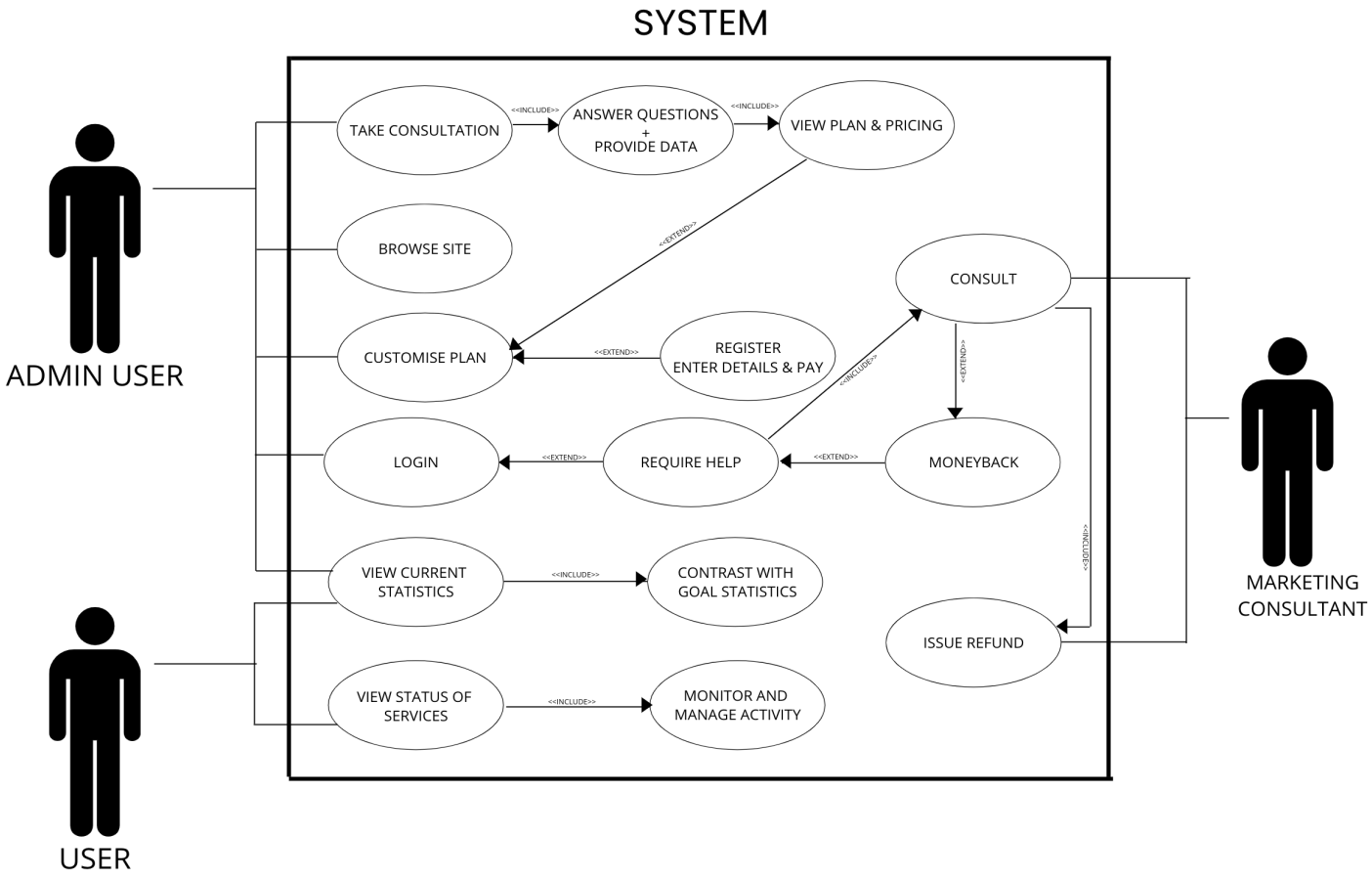
- Pre-made marketing plans strategies
- Updated pricing
- Email confirmation
- Order confirmation
- 100% money-back

USE CASE DIAGRAM



SITE MAPPING

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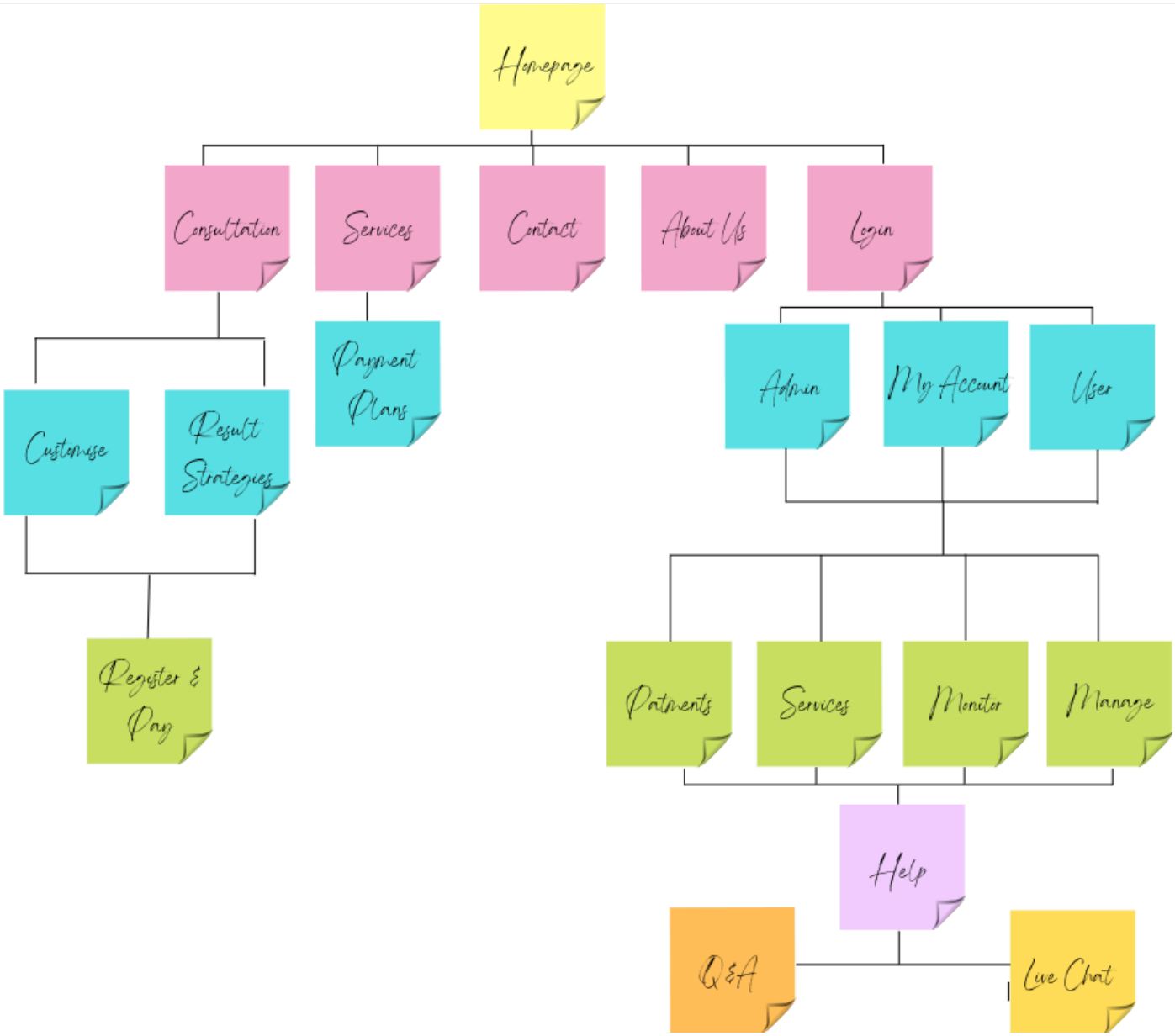

INFORMATION ARCHITECTURE DIAGRAM

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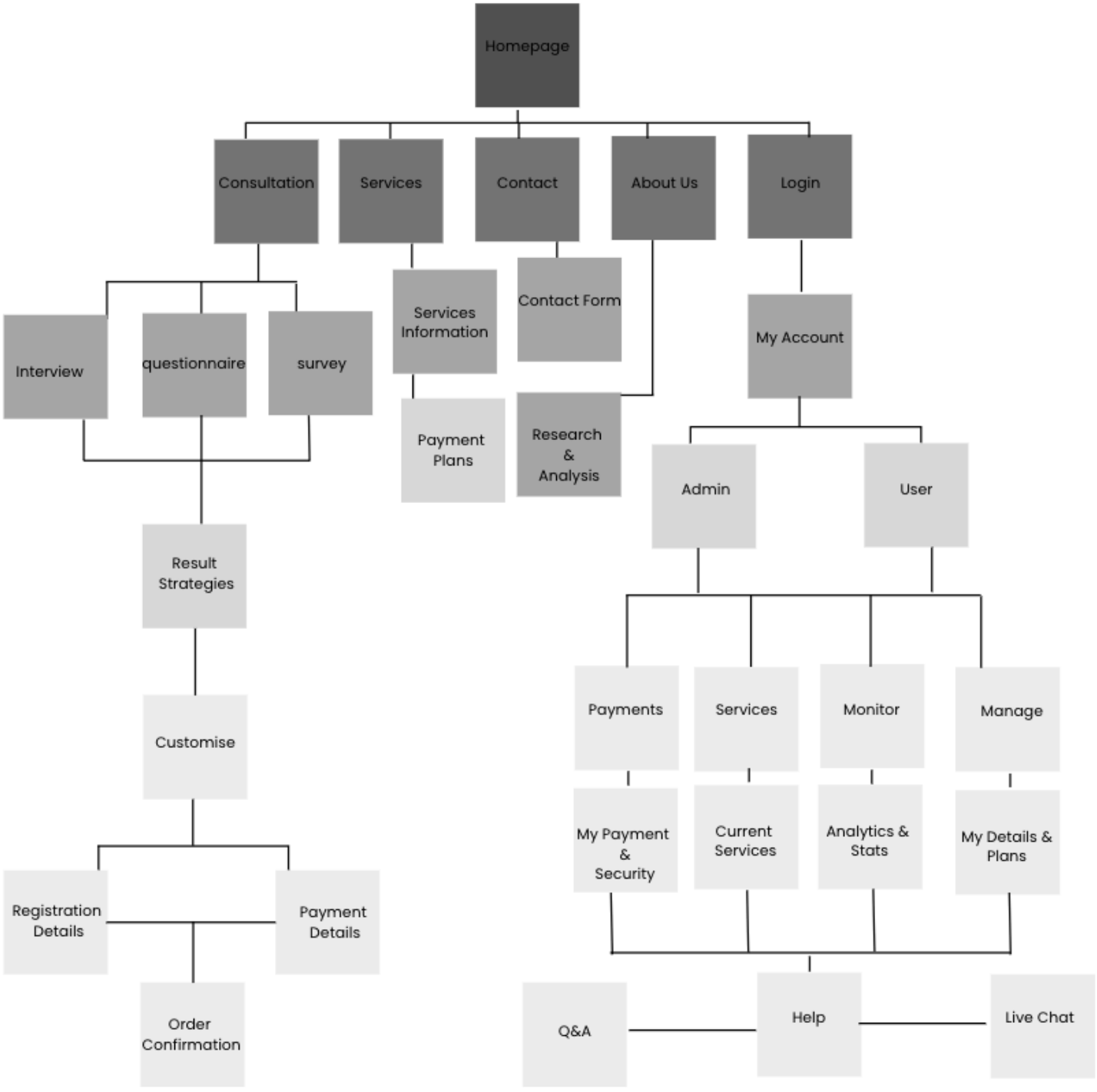

3.3 WIREFRAMES RESULTS & FINDINGS

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The process of wireframing was done mainly utilising AdobeXD, Figma and Canva. The results obtained were able to provide prominent levels on insight regarding the structure of the development. The process of journey mapping was especially important in ensuring that the main essential features and services could occur smoothly; the user experience of Drive Web Consulting is far more important and its aaesthetics, as such, it was important to be aware of the actuall processes first and ensure they could proceed as smoothly as possible with minimum clicks and obstacles prior to focusing on the actual user interface. Additionally, the development of both low fidelity and high fidelity wireframes provided great clarity regarding what the platform could look like aswell as what sort of content could be visually presentted.

THE PROCESS

The first step was taking a look at previous requirements and ensuring essential components were encapsulated within the design of the platform. On the grounds of this, the information obtained primarily throughout the interface analysis phase proved to be very insightful; the use case diagrams illuminated the interaction between the platform and the users, as such, certain touchpoints were kept in mind to ensure these interactions occurred smoothly, moreover, site mapping combined with the information architecture diagram depicted exactly which pages needed a wireframe to ensure nothing could get overlooked, additionally, the user flows developed place furthermore importance on the ease process journeys which needed to be visually depicted. Once all information had been absorbed, the journey map was created to be aware and empathetic, aware, and considerate of the users experience of the website, on the grounds of this, the development of wireframes began. The initial wireframes were designed as low fidelity in order to get a broad idea of which design, structure and layout made the most sense for the development, based off the low fidelity wireframes, a second set of high fidelity wireframes was conducted in order to add some visulas including colour schemes, fonts, potential content, and overall refinement.

MAIN WIREFRAMES

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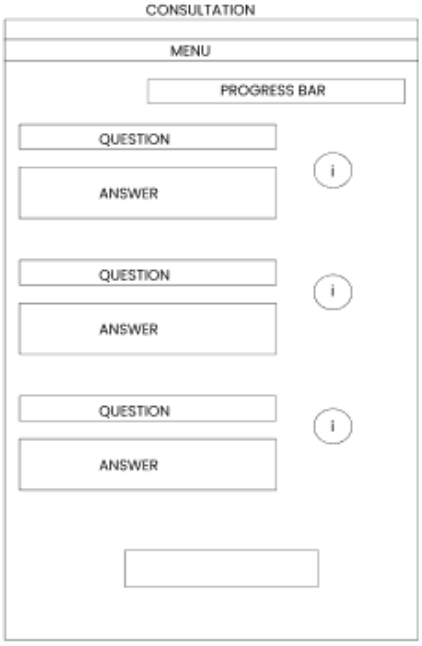
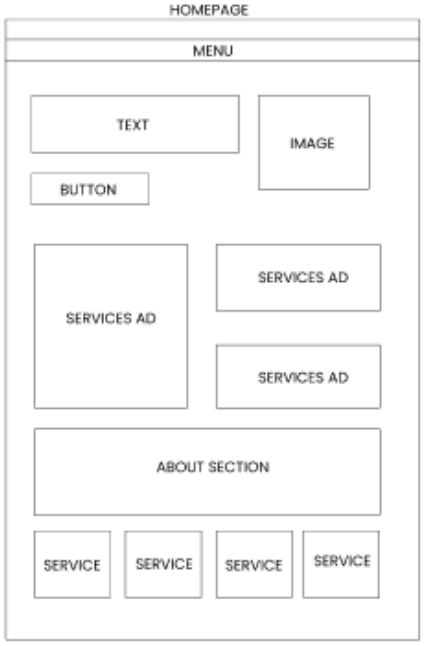
MAIN PAGES

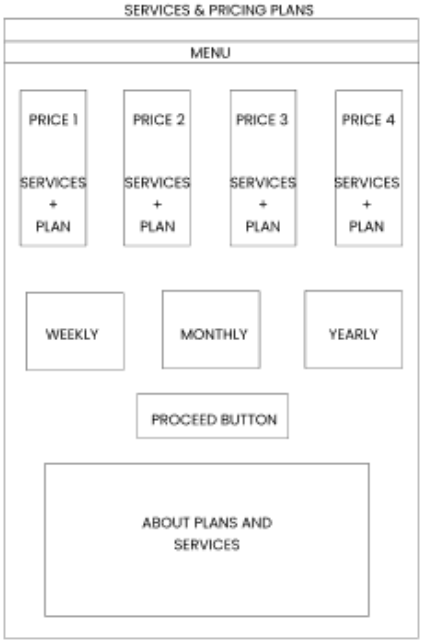
CONSULTATION



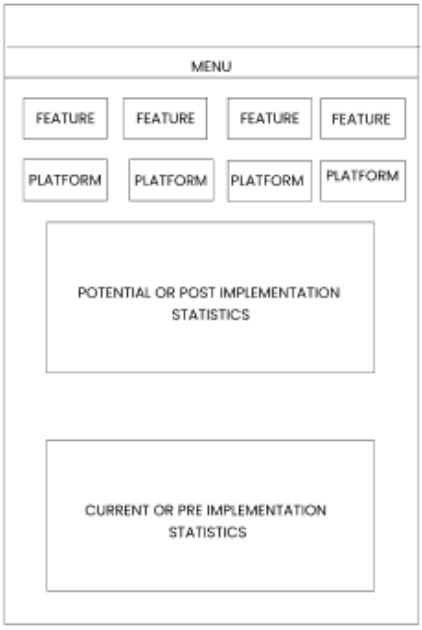
HOMEPAGE



SERVICES & PRICING PLANS

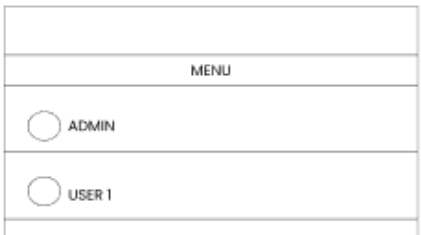


STATISTICS PAGE



HELP PAGE

ACCOUNT PAGE



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3.4 PROTOTYPE RESULTS & FINDINGS

The prototyping went to plant due to the fact that the wireframing process had the base structure and layout already established which meant that in order to create a successful prototype, the content had to be slotted in with some additional refinement. The prototypes were developed using Figma; this platform enables the creation of animated prototypes which means that an animation of the basic start-to-finish processes could be developed in order to show stakeholders what the development could potentially look and function like; this is especially useful in testing the standard and usability of the design to see if it requires additional tweeks and refining.

THE PROCESS

The main step as per prior techniques is to observe and note any previous requirements, documentation, and diagrams in order to full understand what the prortype must deliver. Once this was done, the low fidelity and high fidelity wireframes were utlised and used as a guideline to develop the prototype. The journey map and user flows were also particularly revisited in order to understand how the animated transitions must function and appear. Once this has been completed the prototypes have been sent off to potential users and small business owners to see how they found navigating the prototype as they will be the primary target audience. The results were mainly positive however some additional tweeks were required in order to provide more clarity and transparency regarding the use and functionality of the platform.

PROTOTYPES

http://drivewebconsulting.co/

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CONTACT RESEARCH & ANALYSIS ABOUT US CONSULTATION SERVICES

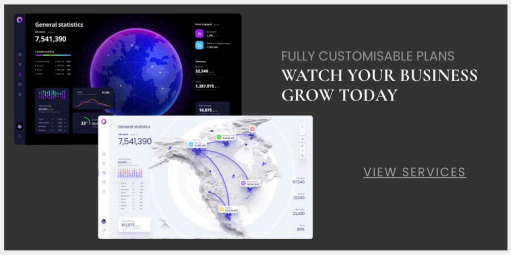
DRIVE YOUR BUSINESS FORWARD TODAY

TAKE PART IN OUR 30 MINUTE CONSULTATION TO FIND THE BEST MARKETING STRATEGY FOR YOUR BUSINESS.

CONSULTATION

START YOUR JOURNEY WITH DRIVE WEB CONSULTING

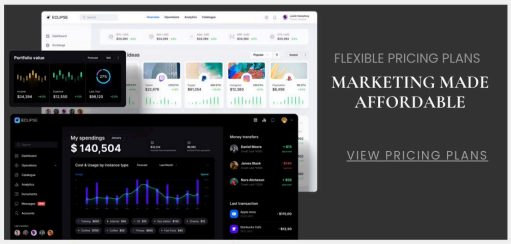
TAKE OUR CONSULTATION TODAY



FULLY CUSTOMISABLE PLANS

WATCH YOUR BUSINESS GROW TODAY

VIEW SERVICES



FLEXIBLE PRICING PLANS

MARKETING MADE AFFORDABLE

VIEW PRICING PLANS

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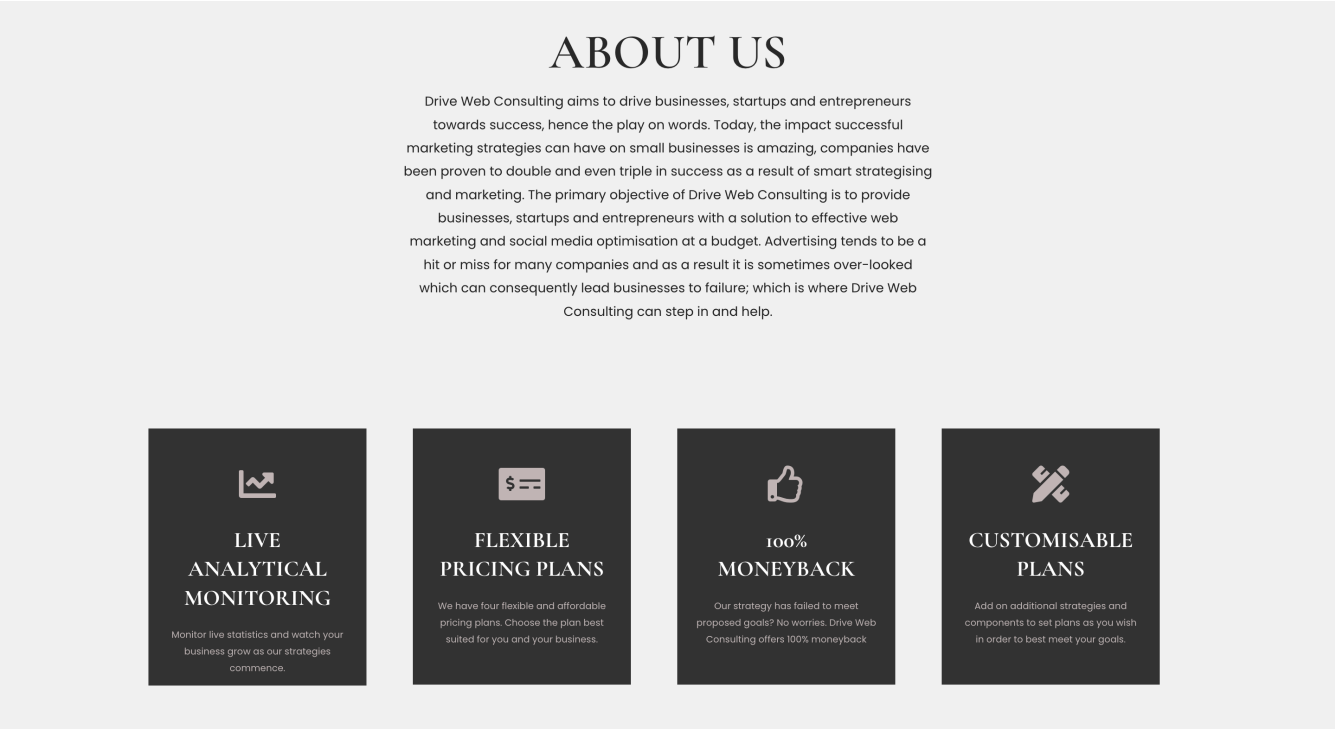

USER TESTING

The potential users and business owners navigated the prototype smoothly and reported that they found the design and aesthetic pleasing yet simple to navigate. The testers who had brief technological knowledge found no issues navigating the platform, however, we have also sent the prototypes to potential users with no background technologial knowledge or familiarity of similar systems; these users have reported they would prefer more descriptive features on the websites design, ‘more info’ buttons near features and an option for instructions. These elements were noted and presented on the prototypes.

3.5 SWOT ANALYSIS RESULTS & FINDINGS

The SWOT analysis proved to be a very informative and helpful analysis due to the fact that many aspects of the business were uncovered. The stakeholders took place in two separate but back-to-back brainstorms. In the first brainstorm the strengths and opportunities were stated which helped steer

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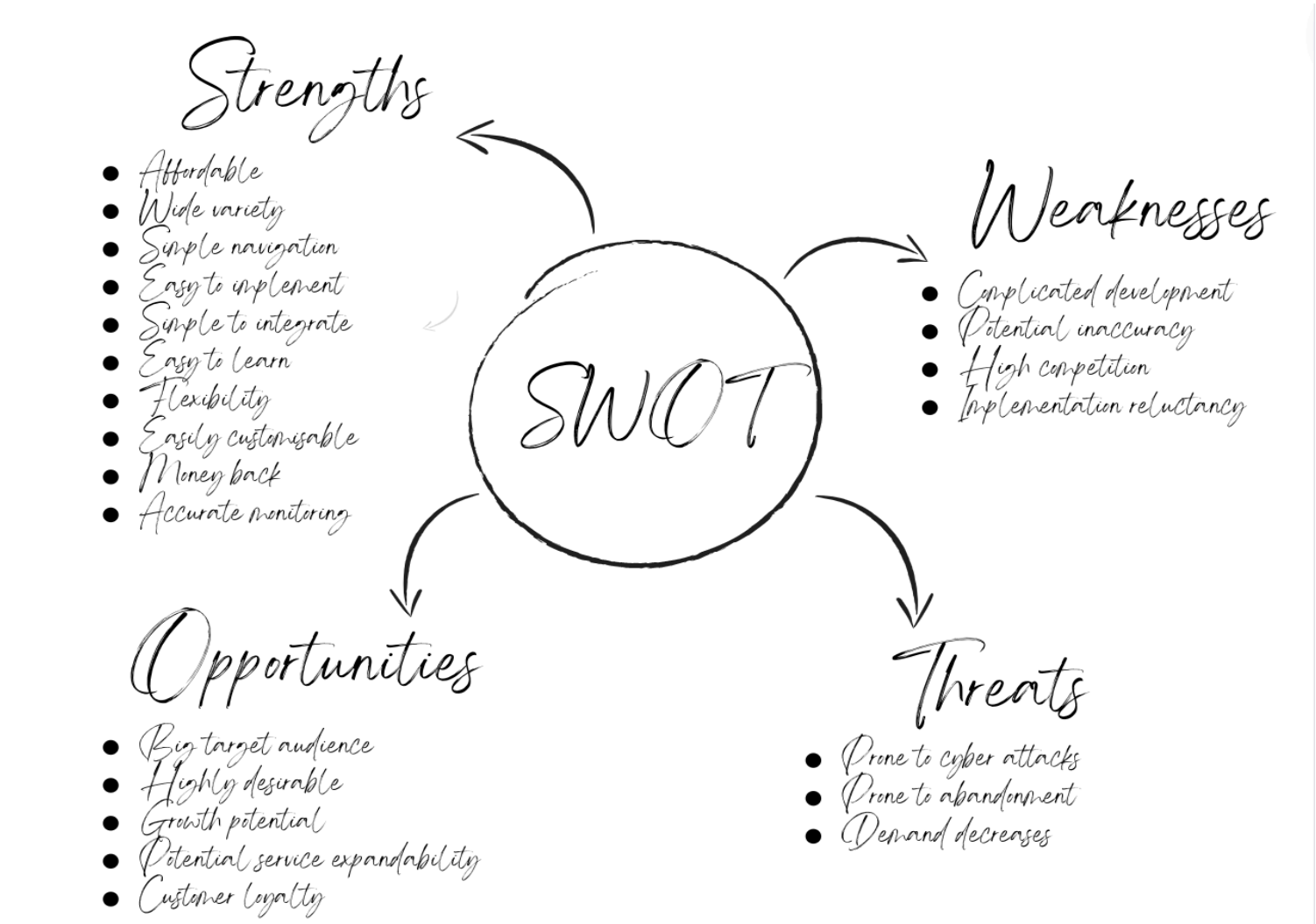
the business in the correct direction of growth and shedding light on which features are the high points as well as what could be further improved in order to take advantage of certain opportunities. Conversely, the weaknesses and threats were also illuminated which was helpful; stakeholders were fully honest and transparent and as a result we collectively managed to name aspects which required preventative measures. On the grounds of this, a second brainstorm was conducted where we collectively came up with potential solutions in order to rectify potential risks as a result of current weaknesses and threats, through doing so, this will greatly reduce overall chances of failure.

THE BRAINSTORMS



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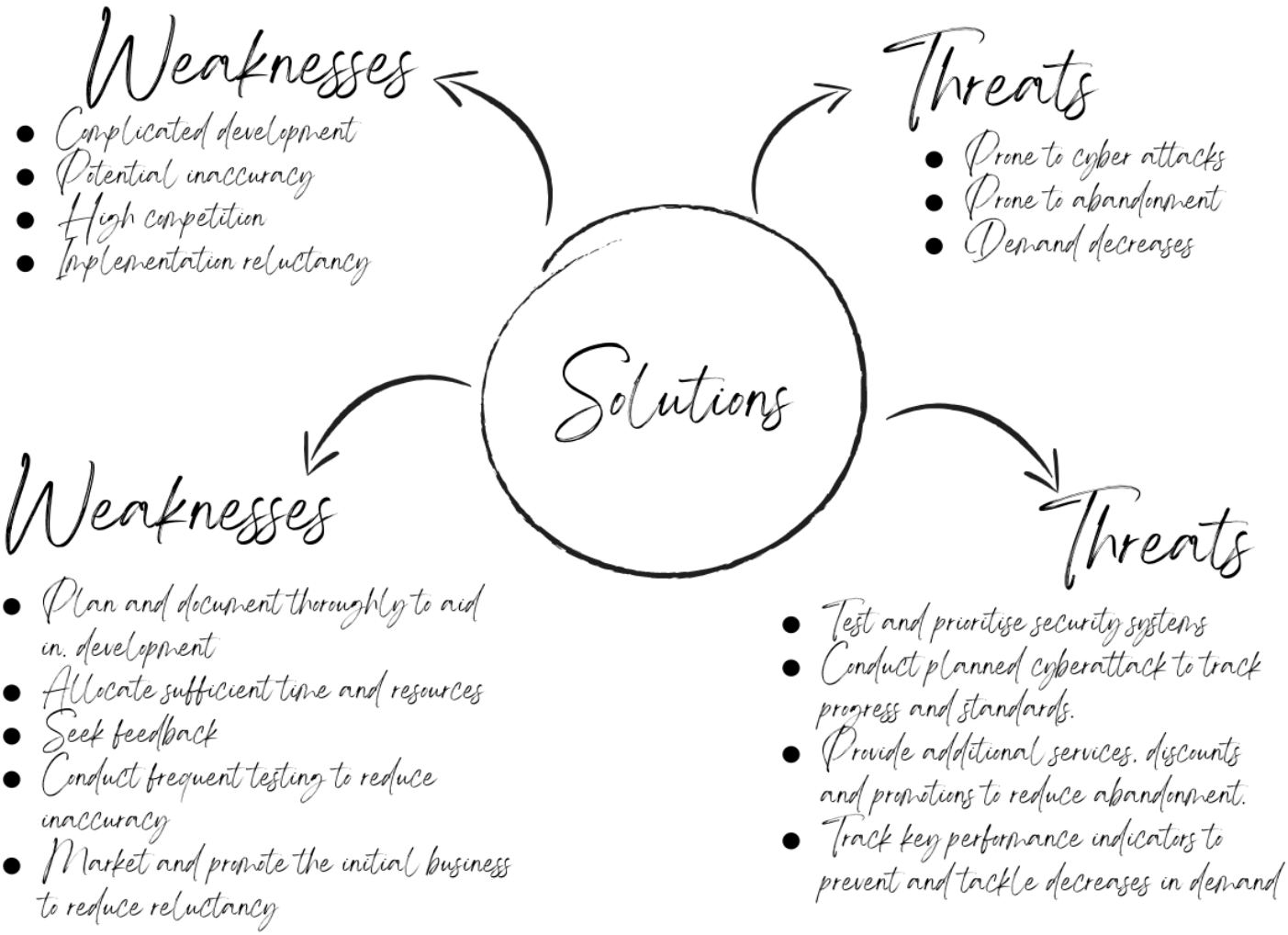

3.6 MOSCOW PRIORITIZATION

The moscow prioritisation was helpful in determining the level of importance each individual requirement held. As the list of requirements was a rather large one, the next essential step was to conduct a moscow prioritisation in order to determine which requirements must be prioritised and which arent so essential at this exact moment. Through reviewing each individual set of results and requirements obtained from each requirements elicitation technique it was quite evident which requirements were reoccuring and of higher demand in contrast with some particular aspects and requirements which wouldn't really impact the standard or success of the actual product.

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MOSCOW PRIORITIZATION

MUST HAVE
FR1: Accurate Consultation
FR2: Tailored strategies
FR3: Live analytical monitoring
NF1: Simple navigation
NF2: Accuracy

SHOULD HAVE
FR3: Customisable plans
FR4: Admin and multi-user access
FR7: Moneyback guarantee
FR8: Flexible changes
NF4: Clean user interface

COULD HAVE
FR6: Consultant live chat
NF5: Service variety

WONT HAVE
NF3: More info sectors

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4. IEEE REQUIREMENTS SPECIFICATION

IEEE Requirements Specification sector is necessary in order to breakdown the requirements into functional and non-functional.A functional requirements focuses on the aspect of functionality and determining what the development should be able to achieve whereas a non-functional requirement focuses on the quality and process of that particular task required to achieve; the primary difference between the two forms of requirements is that all functional requirements are stated by the potential users of the development whereas non-functional requirements are stated by subject-matter experts in charge of conducting the development; functional requirements must be met regardless of the circumstances whereas the non-functional requirements are not exactly mandatory.

4.1 PURPOSE

The aim of this IEEE Requirements Specificatio is to determine all functional and non-functional requirements in order to confidently ensure that Drive Web Consulting is developed to a high standard in a coherent manner where stakeholders are fully satisfied and all proposed business needs are also met. Through closely analysing important requirements and encapsulating them within these two categories it will bring clearance regarding essential and important asepcts which must upkept throughout developemnt to ensure ultimate customer satisfaction.

4.2 SCOPE

The ultimate scope of Drive Web Consulting is to offer an all-in-one affordable marketing solution for entrepreneurs, smaller business owners and general potential users.

Marketing is a vital componenet of a successful business; conducting correct marketing strategies can oftentimes guarantee prominent levels of growth, however, overlooking this aspect can impend growth and development. Relying on a marketing subject-matter expert to handle these business aspects is typically a great solution, however, new entrepreneurs as well as smaller business owners might not necessarily have the budget to hire experts, additionally, many of the current online marketing solutions only provide a handful of services and strategies which is oftentimes not sufficient to rely on, moreover, some entrepreneurs and business owner may not have sufficient IT knowledge

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to take on this business aspect on their own; an individual who is not familiaries with platforms as such may find it overwhelming knowing where to start or how to navigate multiple online marketing solutions which is were Drive Web Consulting comes in.

Drive Web Consulting aims to offer businesses a preconceived plan consisting of multiple startegies and services carried out virtually based off an online consultation. Users will have the ability to customise plans accordingly as well as select between affordable price ranges. Users will also have the option of viewing real-time live statistics and contrast it with potential statistics and key performance indicaters post implementation. Some additional features include monitoring implemented services and strategies, consulting with marketing experts and a 100% moneyback guarantee upon failure to deliver qualitative results.

The ultimate scope and goal of this development is to encourage more and more people to formulate their own businesses and be their own boss without fear or intimidation of the unknown. Having a solid yet affordable marketing solution will bring all new and upcoming business owners one stop closer to reaching their intended goals and overall success.

4.3 FUNCTIONAL REQUIREMENTS

FUNCTIONAL REQUIREMENT 1	
IDENTIFICATION CODE:	FR1
TITLE:	Accurate Consultation
DESCRIPTION:	Depending on the answers provided in the consultation the system will select the most suitable plan depending on criteria such as niche, budget, target audience and goals. The answers provided must represent the most suitable possible plan in order to ensure the strategy actually benefits the business.

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LOCATION:	Consultation Page
PRIORITY:	Must have

FUNCTIONAL REQUIREMENT 2	
IDENTIFICATION CODE:	FR2
TITLE:	Tailored strategies
DESCRIPTION:	Depending on the results of the consultation, the pricing plan as well as the payment period, users will be provided with the best possible strategies which are tailored to the specific business. This will be cofirmed and reviewed by consultants.
LOCATION:	Services page
PRIORITY:	Must have

FUNCTIONAL REQUIREMENT 3	

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IDENTIFICATION CODE:	FR3
TITLE:	Customisable plans
DESCRIPTION:	Depending on what plans are presented to the user, they will have the option of adding additional services and features to their plan at a certain additional cost to ensure ultimate benefit.
LOCATION:	Services page
PRIORITY:	Should have

FUNCTIONAL REQUIREMENT 4	
IDENTIFICATION CODE:	FR4
TITLE:	Admin and multi-user access
DESCRIPTION:	The platform will have the ability to be utilised by multiple members. This consists of an admin user who has ultimate control as well as multiple additional users who have limited control. This ensures that the system is easily integratable in businesses and companies.

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LOCATION:	Account page
PRIORITY:	Should have

FUNCTIONAL REQUIREMENT 5	
IDENTIFICATION CODE:	FR5
TITLE:	Live analytical monitoring
DESCRIPTION:	Live analytical monitoring should be available in order to track the status of implemented plans and strategies.
LOCATION:	My account
PRIORITY:	Must have

FUNCTIONAL REQUIREMENT 6	

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IDENTIFICATION CODE:	FR6
TITLE:	Consultant live chat
DESCRIPTION:	A live chat will be available in the case that users require consultancy or additional help.
LOCATION:	Help page
PRIORITY:	Could have

FUNCTIONAL REQUIREMENT 7	
IDENTIFICATION CODE:	FR7
TITLE:	Moneyback guarantee
DESCRIPTION:	The platform provies an estimate of the startegies potential results; if the platform fails to meet estimate a 100% moneybac guarantee will be available for users.
LOCATION:	Help page

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PRIORITY:	Should have

FUNCTIONAL REQUIREMENT 8	
IDENTIFICATION CODE:	FR8
TITLE:	Flexible changes
DESCRIPTION:	Flexible changes will be available for all users no matter what point they are at in their payment plan in order to ensure that they respond to frequent market changes as needed.
LOCATION:	Services page
PRIORITY:	Should have

4.4 NON-FUNCTIONAL REQUIREMENTS

NON-FUNCTIONAL REQUIREMENT 1	

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IDENTIFICATION CODE:	NF1
TITLE:	Simple navigation
DESCRIPTION:	Simple navigation and a simple user experience will be availble in order to be easily usable by users who might not have prior tech experience.

NON-FUNCTIONAL REQUIREMENT 2	
IDENTIFICATION CODE:	NF2
TITLE:	Accuracy
DESCRIPTION:	The system must be as accurate as possible as they can affect many businesses in a positive or negative way.

NON-FUNCTIONAL REQUIREMENT 3	
IDENTIFICATION CODE:	NF3

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TITLE:	More info sectors
DESCRIPTION:	Feedback received suggested components of the website should have more info sectors in order to ensure users unfamiliar with the system will not have difficulty navigating.

NON-FUNCTIONAL REQUIREMENT 4	
IDENTIFICATION CODE:	NF4
TITLE:	Clean user interface
DESCRIPTION:	A clean and minimalistic user interface must be available in order to ensure the interface is easy to understand.

NON-FUNCTIONAL REQUIREMENT 5	
IDENTIFICATION CODE:	NF5
TITLE:	Service variety

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DESCRIPTION:	Variety of services should be present in order to ensure there is a strategy and service available for all sortiments of businesses.

5. APPENDIX

5.1 PROJECT PROPOSAL

5.1.1 OBJECTIVES

As a fourth year Technology Management student with a specialization in Business Analysis, the aim and objective of my final year project is to conduct an extensive requirements specification document for a social media and web optimization platform; Drive Web Consulting. This project will entail an in-depth stakeholder analysis and communication plan in order to successfully formulate a clear and cumulative list of vital requirements. Subsequently, I will gather requirements from business owners, startups, entrepreneurs as well as people who work in the field of marketing or are directly involved in social media optimization along with many other relevant stakeholders who will be both directly and indirectly involved, impacted or interested.

In conjunction to the stakeholder analysis and requirements specification, this document will also include the implantation of a multitude of different elicitation techniques relevant to the project which will then all be clearly expressed, demonstrated and formulated within a comprehensive document. Consequently, I will be developing a website for Drive Web Consulting as well as its overall branding, thus, I will be covering elements such as the general website architecture including its layout, design, features and contents.

Beyond this report, there are several additional yet vital duties I will undertake such as the initial project proposal, the primary document including further research and analysis on the industry as well as the overall branding and design aspects of Drive Web Consulting. On the grounds of this I will also

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be presenting the progression of Drive Web Consulting during a mid-point presentation and also the result during the final presentation. Conclusively I will be submitting the final completed document and I will be showing the ultimate finished project and its website at the project showcase which will be taking place on May 23rd, 2022.

The primary objective of Drive Web Consulting is to provide businesses, startups and entrepreneurs with a solution to effective web marketing and social media optimization at a budget. As someone who currently works in a startup and is also in the process of developing their own website, I know first-hand how challenging marketing and advertising is, especially for new business owners who may not be too familiar with this side of the business. Advertising tends to be a hit or miss for many companies and as a result it is sometimes over- looked which can consequently lead businesses to failure, in conjunction, as an employee of a startup, I have seen first-hand how the nature of successful marketing, advertising and optimization using a variety of different strategies such as AdSense and campaigns can transform the success of a company. The secondary objective of Drive Web Consulting is to attract and encourage many people to start their own business or company through providing them with the correct tools and strategies to succeed.

Throughout the course of this project, I will ensure that a clear and concise plan is developed including short term goals and long-term goals as well as important milestones and deadlines. As a fourth-year student I will inevitably be dedicating a large chunk of my time to a variety of different deadlines, assignments and exams for a variety of different modules I will be undertaking this year. As a result of this, the time I will allocate to this project must be used strategically in order to ensure this project is completed to a very high standard. Upon the completion of this project, I will hope that many of the stakeholders' needs and requirements are not only met but exceeded, giving this project ultimate real-world potential and success.

5.1.2 BACKGROUND

Drive Web Consulting aims to *drive* businesses, startups and entrepreneurs to success, hence the play on words. Currently, I am working as a web project coordinator on a startup, as a part of the web team we work very closely with the sales and marketing team. As a result of this, I was able to see the impact successful marketing strategies can have on small businesses; I have witnessed companies double and even triple in success as a result of smart strategizing. Moreover, I am also personally in the process of developing a personal blog which requires extensive marketing and optimization in order to reach the desired market audience, as well as having many family members and friends who are also small

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business owners seeking growth, upon brief discussion about advertising, the consensus was that this aspect of the business tends to be quite overwhelming or intimidating for most startups. The accumulation of these different aspects has led me to the ultimate idea of Drive Web Consulting.

Drive Web Consulting will be able to provide users with a free online consultation which will display the current status and analytics of websites as well as all social media platforms in a clear and concise manner. Moreover, there will be a questionnaire available for users including a set of questions such as who is the target audience, what are the short term and long-term goals of the company, which platforms do you wish to grow and many more related questions. This questionnaire will enable Drive Web Consulting to formulate a strategy and game plan for the company, this strategy could include potential campaigns, AdSense, promotions, collaborations etc. On the grounds of this, the user will then be presented with four or three different pricing plans. Each pricing plan will include different levels of tailored marketing plans ranging from basic to complex, the user will have the option between paying monthly, quarterly or yearly, pricing is yet to be confirmed however the ultimate aim of Drive Web Consulting is to be able to cater to as many different clients as possible service and budget wise, therefore if we aim to meet the goals and expectations of user we will offer a 100% money back guaran- tee. From this point on, Drive Web Consulting will be constantly monitoring the status and analytics of platforms as well as putting the strategies into plan and showing a contrast between the current stages and the company's ultimate aims.

Drive Web Consulting’s primary selling point is its affordable pricing plans and its ability to manage aspects of the business which would typically be handled by a Marketing or SEO specialist. There is a definite gap in the market when it comes to services of this nature at a rather affordable rate therefore, I truly believe this project has high potential to succeed. For Drive Web Consulting to succeed, it is vital that it makes a good first impression therefore its branding and design needs to be of a high standard. Below I have created a vision board to develop branding.

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5.1.3 STATE OF THE ART

An important step when coming up with Drive Web Consulting was ensuring that there was nothing on the market currently which offered the same tools and services for users. There are a multitude of different platforms out there today which enable efficiency and ease when it comes to marketing, advertising, optimization and SEO, however there is nothing currently available which offers a combination of all the categories.

To ensure that Drive Web Consulting would do well and have real world potential, I have thoroughly researched some of its potential competitors looking at their services, features, interfaces as well as the company as a whole, furthermore, I have looked at a variety of customer reviews to gather a pros and cons list; this list will help me gain deeper insights as to what the clients want as well as what they don't want in order to apply these to the ultimate creation of Drive Web Consulting.

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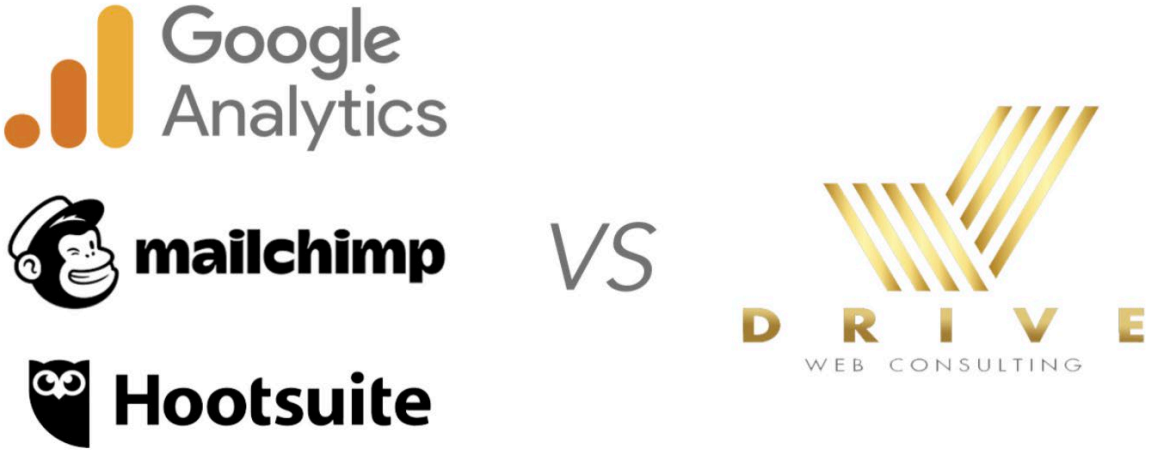

1. GOOGLE ANALYTICS

The primary competitor, which seems to be the most popular platform now, is Google Analytics; in theory, this platform is primarily used for tracking and overall insights. It is a useful tool to use when wanting to monitor traffic and trends. However, the platform itself will not contribute towards the growth of a business-like Drive Web Consulting will.

PROS: It's free, detailed and provides very accurate real-time information. It is a reliable tool.

CONS: It's too robust, therefore it is challenging for anyone who is just starting out. Requires training.

2. MAILCHIMP

Mailchimp is a rather popular marketing tool which solely focuses on email marketing. Some of the features available on Mailchimp include email designer, reports, custom forms, email client testing, RSS-to- Email and many more. Email marketing has proven to be an effective form of marketing which does bring in decent streams of engaged customers, however I do not believe this is sufficient.

PROS: It is easy to understand, it has great UI. It is extremely customizable and enables many integrations.

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CONS: It becomes quite expensive with audience growth. There needs to be improvement in all marketing automations and there is also a lack of advanced analytics available

3. HOOTSUITE

The base aspects which Hootsuite focuses on is social media optimization. This day and age have made it very easy to use social media as a primary form of marketing, however depending on the nature of a business, it might not always be sufficient.

PROS: Great social media monitoring, good for scheduling and planning content. It can manage a multitude of different platforms at once.

CONS: Hard to navigate, UI is weak. It's quite expensive and it allows very little customization.

The common trends include the need for good UX/UI, a balanced interface at an acceptable price which enables accuracy, reliability, flexibility, variety and personalization among its services. Drive Web Consulting will combine all forms of services and tools to enable high levels of growth.

5.1.4 DATA

As mentioned above, Drive Web Consulting will combine several different forms of marketing and advertising tools and services for users. Ideally, depending on which plan the user chooses, they will then be presented with their current stats and data, from this point onwards the platform will then recommend several different strategies depending on their goals, the nature of the business as well as the target audience, the strategies would potentially include campaigns, ads, sponsorships, collaborations, giveaways etc.

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As we can see above, many different forms of business and companies are faced with a multitude of different marketing challenges, in turn, they require different forms of marketing which is why Drive Web Consulting aims to be an inclusive platform which will cater to everyone's needs.

Ideally, in order to guarantee that this platform will consist of various strategies, tools and services which will prove reliability, usability, scalability, performance and supportability I will need to further extend my research and gather valuable facts, statistics and information.

DATA REQUIRED:

SME INSIGHTS:

- Marketing & Advertising strategies.
- Marketing & Advertising research.
- Value propositions.
- Search engine optimization (SEO).
- Potentially web development.

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- Pay per click (PPC).
- Search and social ad conversions and interrogations.
- Budget Analysis.
- Analytics, tracking, monitoring.
- Software and web development, UX/UI spec.
- QA & Testing requirements.

POTENTIAL CLIENT INSIGHTS:

- Previously used tools & platforms.
- Needs & wants.
- Budget.
- Challenges.

FINANCIAL DATA:

- Assets
- Liabilities
- Equity
- Income
- Expenses
- Cash Flow

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ANALYTICAL DATA TYPES:

- Structured Data.
- Unstructured Data.
- Geographical Data.
- Real Time Data.
- Natural Language Data.
- Time Series Data.
- Event Data.
- Network Data.

BIG DATA TYPES:

- Metadata
- Web & social data biometrics.
- Machine generated Data.
- Human Generated Data
- Transaction Data
- Smart Data
- Dark Data
- Master Data

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- Reporting Data

5.1.5 METHODOLOGY & ANALYSIS

PHASE 1

The primary phase of this project will involve deeply analyzing the issue and diving deeper into market gaps as well as the wants and needs of potential clients. This phase will consist of lots of research and analysis; I will observe aspects such as potential competitors and their performance as well as developing a communication plan for the first type of stakeholder which is potential clients such as business owners and entrepreneurs to gather their personal opinions and needs. This phase will be vital in steering this project in the correct direction as it will commence the initial requirements elicitation process using a variety of relevant techniques.

PHASE 2

The second phase of this project involves getting informed and applying the information gathered in phase 1. The main aspect of phase 2 will involve meeting with the second set of stakeholders, which are SME's. In this phase vital information and data will be obtained from marketers, business analysts, social media and SEO experts, web and software developers etc. Using the information gathered in phase 1 I will develop a game plan and strategy consisting of all the different aspects and features Drive Web Consulting should or could include. Starting off with a rough brainstorming process, this will then expand into the second half of the requirements elicitation process.

PHASE 3

Phase 3 will ultimately be the planning phase; I will proceed with taking all the information, data and requirements gathered in phase 1 & 2 and applying them here where a concrete, structured plan will be developed for the creation of Drive Web Consulting. During the phase the broad list of requirements will be split into several different categories, from this point on the requirements will lead to solutions which will in turn lead to a plan. Once a plan has been put in place, a set of long-term goals, short-term goals, milestones, deadlines etc. will be applied to split the workload.

PHASE 4

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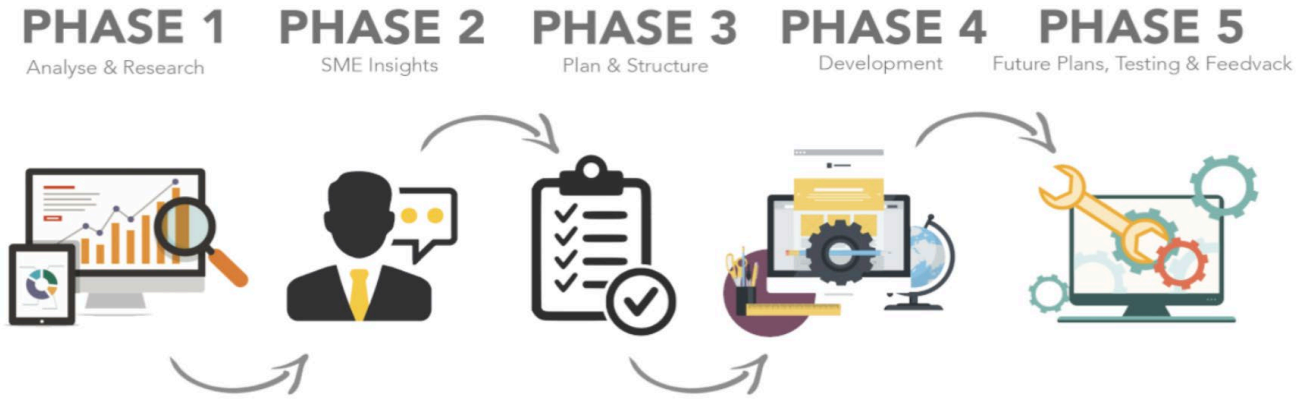
During phase 4 the planning turns into implementation. This phase will incorporate elements such as prototyping, wireframes, architectural diagrams etc. Subsequently, the initial creation of the project website will commence. As UX/UI is a big aspect of this project, the website and diagrams will be continuously re- viewed by stakeholders in order to obtain feedback every step of the way and ensure that no major issues occur which could compromise the standard of the finished platform.

PHASE 5

Throughout the course of phase 5 I will thoroughly overview all the initial requirements gathered across all phases and ensure that they have all been assessed and tackled. Through developing a second communication plan for the stakeholders I will determine testing and QA plans as well as future development plans for Drive Web Consulting as well as gathering any further feedback.



5.1.6 TECHNICAL DETAILS

As previously stated, the UX/UI aspects of Drive Web Consulting are of very high importance. It was seen how the downfall of its competitors was due to poor and cluttered appearance ultimately making it difficult for users to navigate to use. As a result, a brief set of requirements as well as a rough technical plan has been constructed to guide the project in the right direction.

REQUIREMENTS:

- Usability
- Reliability

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- Scalability
- Performance
- Supportability
- Security

ROUGH PLAN:

- Research, analyze and compare.
- Requirements elicitation and documentation.
- Develop plans, prototypes, wireframes, architectural diagrams.
- Establish what tools and technologies will be required.
- Develop branding, design and visual aesthetics.
- Develop the project website.
- Obtain feedback.

Once the website has been developed, it will then be passed on to SME's who will be able to provide me with feedback and constructive criticism, furthermore, providing me with a set of requirements to adjust accordingly.

1. PLANNING

A concrete plan will be developed to state out all the features, details and content that will be present on Drive Web Consulting. This is a vital step as it ensures nothing gets left out and the project remains coherent.

2. BRANDING

I will develop vision boards regarding the visual aesthetics of Drive Web Consulting to make sure the brand theme is cohesive. As it is a company which will be primarily in the field of Marketing and Advertisement, its visual appeal is highly important.

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3. PROTOTYPING

I will develop prototypes on photoshop to be able to get a clear image of what the project web- site should ultimately look like. Through doing so, it will make the development simpler as I will have something to work off.

4. WIREFRAMES

Wireframes will be developed in order to clearly envision the structure and layout of each page on the website. Drive Web Consulting will be a complex platform with a variety of different pages therefore it is important to be aware of what each page should contain and remain consistent with it.

5. ARCHITECTURAL DIAGRAMS

As previously stated, the website will be very complex with a variety of different pages therefore an architectural diagram is vital early on to ensure that no aspects or parts of the website and platform are missing.

6. RESEARCH & DEVELOPMENT

It is important to find the best tools and technologies suited for a specific project therefore some time will be allocated towards researching these aspects. Subsequently when sufficient information has been gathered, the development will then begin. To ensure development runs smoothly, feedback will be gathered from stakeholders every step of the way.

5.1.7 PROJECT PLAN

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Task Name	Duration	Start	Finish	Predecessors
Final Year Project	171d	09/27/21	05/23/22	
Grasp Project Concept	6d	09/27/21	10/04/21	
Analyse Brief & Marking Scheme	6d	09/27/21	10/04/21	
Research Project	6d	09/27/21	10/04/21	
Formulate Project Idea	6d	10/05/21	10/12/21	2
Brainstorm Potential Idea	6d	10/05/21	10/12/21	
Research Market Gaps & Similar Concepts	6d	10/05/21	10/12/21	
Brief Documentation of Idea	6d	10/05/21	10/12/21	
Record Project Pitch	1d	10/13/21	10/13/21	5
Submit Pitch for Review	1d	10/13/21	10/13/21	
Meet with Supervisor for Feedback	1d	10/13/21	10/13/21	
Develop Project Proposal	11d	10/14/21	10/28/21	11
Create Project Plan	11d	10/14/21	10/28/21	
Meet with Supervisor & Review Document	1d	11/12/21	11/12/21	
Complete Reflective Journal (Sept)	1d	11/12/21	11/12/21	
Submit Reflective Journal (Sept)	1d	11/12/21	11/12/21	
Phase 1 Commences	6d	11/12/21	11/19/21	
Complete Full Analysis & Research	1d	11/12/21	11/12/21	
Communication Plan for First Set of Stakeholders	6d	11/12/21	11/19/21	
Select Appropriate Requirements Elicitation Techniques	6d	11/12/21	11/19/21	
Document First Set of Requirements	6d	11/12/21	11/19/21	
Complete Reflective Journal (Oct)	1d	11/21/21	11/21/21	
Submit Reflective Journal (Oct)	1d	11/21/21	11/21/21	
Phase 2 Commences	6d	11/22/21	11/29/21	17
Use Data Gathered in Phase 1 to Plan Phase 2	2d	11/22/21	11/23/21	20, 21
Gather SME Insights + Brainstorm	3d	11/22/21	11/24/21	
Select Appropriate Requirements Elicitation Techniques	6d	11/22/21	11/29/21	
Document Second Set of Requirements	6d	11/22/21	11/29/21	
Phase 3 Commences	2d	11/30/21	12/01/21	17, 24
Use Data Gathered in Phase 1 and Phase 2 to Plan	2d	11/30/21	12/01/21	21, 28
Create Technical Plan & Split into Milestones	2d	11/30/21	12/01/21	
Complete Reflective Journal (Nov)	1d	11/30/21	11/30/21	
Submit Reflective Journal (Nov)	1d	11/30/21	11/30/21	
Phase 4 Commences	1d	12/02/21	12/02/21	21, 28, 29
Develop Branding	1d	12/01/21	12/01/21	
Develop Prototype	1d	12/02/21	12/02/21	
Develop Wireframe	1d	12/03/21	12/03/21	
Develop Architectural Diagram	1d	12/04/21	12/04/21	
Research & Development	2d	12/05/21	12/06/21	
Meet with Supervisor for Feedback	1d	12/06/21	12/06/21	
Make Required Changes	6d	12/07/21	12/14/21	40
Develop Project Analysis & Design Document	4d	12/14/21	12/17/21	
Review Document Quality	4d	12/14/21	12/17/21	
Discuss UI/UX with Stakeholders	4d	12/14/21	12/17/21	
Apply Requested Changes	4d	12/14/21	12/17/21	
Phase 5 Commences	4d	12/02/21	12/07/21	17, 24, 29
Analyse Requirements Gathered in Previous Phases	2d	12/02/21	12/03/21	
Gather Content Necessary	2d	12/02/21	12/03/21	
Research Best Tools & Technologies	2d	12/02/21	12/03/21	
Build Website	2d	12/06/21	12/07/21	47, 48, 49
Complete Project Website	2d	12/06/21	12/07/21	
Review Website Progress with Supervisor	1d	12/06/21	12/06/21	
Develop Communication Plan	1d	12/02/21	12/02/21	
Gather Final Set of Requirements	1d	12/02/21	12/02/21	
Obtain Feedback	1d	12/02/21	12/02/21	
Formulate Future Plans, QA & Testing	1d	12/02/21	12/02/21	
Complete Reflective Journal (Nov)	1d	12/20/21	12/20/21	
Submit Reflective Journal (Nov)	1d	12/20/21	12/20/21	
Mid-Point & Prototype Presentation	1d	12/08/21	12/08/21	17, 24, 29, 46
Brainstorm Presentation Features	3d	12/20/21	12/22/21	

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61	Brainstorm Presentation Features	3d	12/20/21	12/22/21	
62	Create Mid-Point Presentation	1d	12/20/21	12/20/21	
63	Primary Presentation Practice	1d	12/20/21	12/20/21	
64	Follow up with Adjustments	1d	12/20/21	12/20/21	
65	Secondary Timed Presentation Practice	1d	12/20/21	12/20/21	
66	Final Set of Adjustments	1d	12/20/21	12/20/21	
67	Confirm Final Presentation Layout & Content	1d	12/20/21	12/20/21	
68	Final Presentation Practice	1d	12/20/21	12/20/21	
69	Complete Mid-Point & Prototype Presentation	1d	12/21/21	12/21/21	
70	Complete Reflective Journal (Dec)	1d	12/22/21	12/22/21	
71	Submit Reflective Journal (Dec)	1d	12/22/21	12/22/21	
72	Final Additions	22d	01/01/22	01/31/22	
73	Finalise Project Report	12d	01/01/22	01/17/22	
74	Finalise Project Website	6d	01/17/22	01/24/22	
75	Review Website & Document with Supervisor	1d	01/24/22	01/24/22	
76	Sign Off Project Website & Document	6d	01/24/22	01/31/22	
77	Completion	1d	01/31/22	01/31/22	
78	Complete Reflective Journal (Jan)	1d	01/31/22	01/31/22	
79	Submit Reflective Journal (Jan)	1d	01/31/22	01/31/22	
80	Develop Final Communication Plan for Stakeholders	10d	02/01/22	02/14/22	71
81	Obtain Final Set of Feedback	10d	02/01/22	02/14/22	
82	Adjust Website & Document as Needed	10d	02/01/22	02/14/22	
83	Complete Reflective Journal (Feb)	1d	02/15/22	02/15/22	
84	Submit Reflective Journal (Feb)	1d	02/15/22	02/15/22	
85	Meet With Supervisor to Discuss Future Plans	1d	02/15/22	02/15/22	79
86	Complete Reflective Journal (March)	1d	03/15/22	03/15/22	
87	Submit Reflective Journal (March)	1d	03/15/22	03/15/22	
88	Complete Reflective Journal (April)	1d	04/01/22	04/01/22	
89	Submit Reflective Journal (April)	1d	04/01/22	04/01/22	
90	Submit Final Documentation & Code	1d	05/08/22	05/08/22	
91	Finalisation	1d	02/01/22	02/01/22	71
92	Analyse Completed Project Website & Document	11d	02/02/22	02/16/22	90
93	Conduct Website Testing	11d	02/02/22	02/16/22	
94	Complete Reflective Journal (May)	1d	05/10/22	05/10/22	
95	Submit Reflective Journal (May)	1d	05/10/22	05/10/22	
96	Final Presentation & Project Showcase	1d	02/02/22	02/02/22	90
97	Brainstorm Final Presentation Features	1d	02/02/22	02/02/22	
98	Create Final Presentation	1d	02/02/22	02/02/22	
99	Primary Presentation Practice	1d	02/02/22	02/02/22	
100	Follow up with Adjustments	1d	02/02/22	02/02/22	
101	Secondary Timed Presentation Practice	1d	02/02/22	02/02/22	
102	Final Set of Adjustments	1d	02/02/22	02/02/22	
103	Confirm Final Presentation Layout & Content	1d	02/02/22	02/02/22	
104	Final Presentation Practice	1d	02/02/22	02/02/22	
105	Complete Final Presentation	1d	02/02/22	02/02/22	
106	Project Showcase	1d	02/03/22	02/03/22	95
107	Create Banner For Project Showcase	2d	05/21/22	05/23/22	
108	Prepare For Project Showcase	2d	05/21/22	05/23/22	
109	Complete Project Showcase	1d	05/23/22	05/23/22	

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6. REFLECTIVE DIARIES

6.1 SEPTEMBER

ACHIEVEMENTS

During the first month of the project the main task was to fomulate a successful project idea which would based on something I am passionate about as well as an idea which had some real world potential. I ultimately came up with the idea of Drive Web Consulting rather rapidly due to the fact that at my job marketing influences the life of businesses very quickly. I presented the idea to my supervisor and she seemed quite pleased. She gave me some feedback which I applied to my project pitch before presenting it to the lecturers. Once my project was accepted I began researching this idea thoroughly.

REFLECTION

Looking back on the first month I am quite happy with the way I decided to start off the project. I chose an idea I had great interest in and one I feel could have some real world potential and success. The research has enabled me to get a better idea of the ins and outs of this project idea.

GOALS

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My goal for nect month is to tackle my proposal and establish a plan regarding how I will proceed with the project.

6.2 OCTOBER

ACHIEVEMENTS

October was a rather busy month due to the fact that I spent a larger amount of time developing and formulating the project proposal. Writing the proposal helped me clarify and refine my idea greatly. The large components of the business have been established which now enabled me to plan the rest of the document successfully. I established many important components including competitors, design systems, data required, a project plan etc. The proposal was reviewed by my supervisor who gave me great feeback before submitting the project thankfully

REFLECTION

My time-management this month was not great, I wish I would have planned out how to go about the proposal in a more strategic way however this enabled me to figure out how to tackle the rest of the project successfully.

GOALS

My goal for the next month is to begin the main document and progress my project further.

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6.3 NOVEMBER

ACHIEVEMENTS

The month of November has been very difficult regarding handling all CAs and prioritising them all as well as maintaining productivity. I decided to take it easy on myself regarding the project in order to be able to handle all deadlines. This month I worked on my intended plan covering the introduction, business needs, capability gaps, solution approach, key recommendations and a brainstorm.

REFLECTION

This month I am proud of my productivity. I am happy with the amount of work I managed to do despite all of my additional CAs and submissions.

GOALS

My goal for next month is to progress my document and set up my website.

6.4 DECEMBER

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ACHIEVEMENTS

This month I decided to dedicat most of my time towards the project in order to see it progress. I have completed the executive summary, the problem statement, the project definition, the risk and option statement, the key recommendations, the stakeholder identification, the responsibility assignment, and the communication pland and power/influence matrix. The document is slowly starting to take shape nicely at this point.

REFLECTION

I am happy with the amount of progression that was made this month. The document is shaping up very nicely as my productivity levels were quite high.

GOALS

My goals for next month is to identify additional requirements to conduct and progress with them.

6.5 JANUARY

ACHIEVEMENTS

This month I chose the remainder of my elicitation techniques as well as Inducting two additional brainstorming sessions for the swot analysis. One of the brainstorming sessions covered the typical

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strenghts, weaknessess, threats and opportunities whereas the other two covered solutions and ideas for the weaknesses and threats

REFLECTION

I am happy with the standard of work this month however my productivity wasn't at its highest point, I hope it will pick up for the remaining months.

GOALS

My goal for next month is to complete two other eliciation techniques.

6.6 FEBRUARY

ACHIEVEMENTS

This month I have completed my interface analysis as well as the wireframes. It has been nice seeing the idea slowly come to reality and take shape. A lot of emphasis has been placed on the visual interface and the experience which is why I decided to choose these two techniques.

REFLECTION

This month has been another busy month with CA's however my time-management has drastically improved as I have not been facing difficulty completing work to the set deadlines.

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GOALS

Next month I will be undergoing surgery therefore I will try my best to achieve as much work as possible without putting too much pressure on myself.

6.7 MARCH

ACHIEVEMENTS

This month I have had surgery and have spent some weeks recovering; as such my productivity has not been great. I spent a lot of my time doing further research on my project topic as well as finishing the Moscow prioritisation.

REFLECTION

Considering how limited I have been this month I am quite happy I still managed to get some work done however I am eager to complete more in weeks to come.

GOALS

My goal for next month is to ultimately finish the document.

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6.8 APRIL

ACHIEVEMENTS

This month I have finished the document covering the functional and non functional requirements as well as arranging and refining the entire document. I am very please with how the project has gone and it is very rewarding to see an idea develop so much.

REFLECTION

I am glad I managed to get some weight off my shoulders by finishing the document early on enough due to the fact that I will have time to change anything necessary and make sure all is perfect before submission.

GOALS

My goal for next month is to finish the website/prototype and complete the poster as well.

6.9 MAY

ACHIEVEMENTS

This month has been a very easy month. I have completed the website/prototype and also the showecase poster. The project is ultimately finished and submitted.

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