



Auto Assistance Anytime Redesign

Product Requirements Document

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Table of Contents

Product Requirements Document	1
1 Revision History	3
2 Introduction	3
3 Key Features of this Document	3
4 Business Objectives	3
5 Web Site Requirements	4
5.1 Requirements	4
5.1.1 Business Requirements	4
5.1.2 Technical Requirements	4
5.1.3 User Requirements	4
5.1.4 Design Requirements	5
6 Approvals:	5

1 Revision History

Version	Date	Authors	Comments
1.0	02/09/2010	Travis Metcalf	
1.0	02/09/2010	Brock Horne	

2 Introduction

Auto Assistance Anytime is a company that sells membership subscriptions to a roadside assistance policy. The primary means of purchasing these memberships is using the Auto Assistance Web Site. As such, the business stakeholders have engaged Flying T Web Designs to evaluate and, if needed, redesign the business' web site.

Auto Assistance Anytime's indentified competitors are: Auto Club of American and National Auto Club.

3 Key Features of this Document

The purpose of this document is to provide an effective means of communicating the product requirements for the Auto Assistance Anytime web site. The main areas of this document are:

- A) **Business Objectives** – The primary objectives of the web site redesign.
- B) **Critical Success Factors** – These are the web site measurements that will be analyzed to determine the impact of the site redesign on the stated business objectives.
- C) **Approach** – The requirements in this document were obtained during:
 - o Business Stakeholder Interviews
 - o Web Site Competitive Analysis
 - o User Feedback
- D) **Requirements**
 - o Business Requirements
 - o Technical Requirements
 - o User Requirements
 - o Design Requirements

4 Business Objectives

Several business objectives will be addressed during the redesign of the Auto Assistance Anytime web site. Primarily the objectives are to improve the sites navigation, organization, visual design, SEO index-ability, and Web Accessibility.

5 Critical Success Factors

During our analysis we concluded that success would be obtained through the redesign of the Auto Assistance Anytime web sites. The new design will be a success if when the following design elements are implemented successfully:

- Better site navigation
- More dynamic and engaging visual design that is appealing to the target audience
- Implementation of a visually customized PayPal purchasing process
- Reorganization of key content elements such as subscription package
- Redesign of the company logo

6 Approach

In our analysis of the Auto Assistance Anytime web site we collected information from by interviewing business stakeholders and reading consumer feedback on the purchasing process. In addition we conducted a comprehensive web site competitive analysis. Information was gathered on competing products and services. Once our initial redesign is completed we will launch the product in "beta" mode to gain additional consumer feedback to enhance the final web site design.

7 Web Site Requirements

7.1 Requirements

7.1.1 Business Requirements

- 7.1.1.1 Prominently Display Telephone Number – The phone number for Auto Assistance Anytime main office should be displayed at were it is easy for users of the web site it find.
- 7.1.1.2 Contact Us Form – The web site should contain a contact form that requests the web site users contact details.
 - 7.1.1.2.1 User's First and Last Name – Required Field
 - 7.1.1.2.2 User's E-mail Address – Required Field
 - 7.1.1.2.3 User's Telephone Number – Not a Required Field
- 7.1.1.3 Accept Credit Card Payments

7.1.2 Technical Requirements

- 7.1.2.1 Integration with PayPal – The web site should link to Auto Assistance Anytime's PayPal account where user's can use their credit card to pay for their membership.
- 7.1.2.2 PHP Mail Form – Once the web site user's have completed filling out the required fields in the contact us form the form needs to be processed and sent to the contact us e-mail address provided by the business owner.
- 7.1.2.3 The web site XHTML / CSS must be web standards compliant and should validate without any serious errors that would cause accessibility issues.

7.1.3 User Requirements

- 7.1.3.1 Package Comparisons – The web site should encompass a comparison of the multiple services offered. The comparison of the packages offered would best be illustrated in the form of multiple lists. The user should also be able to view discounts associated with the products.
- 7.1.3.2 Membership Sign in – The user should have the ability to search and locate their profile and custom settings.

7.1.4 Design Requirements

7.1.4.1 Visually Prominent Navigation - The design of the navigation should be clean, clear and visually prominent. Navigation icons should be legible and encompass a change in the roll over state of each button allowing the user to have a clear understanding of the navigational pattern.

5.1.4.2 Visually Stimulating Design/Layout- The layout of the website should present the content in a manner that is clear and thoughtful. The design of the web site should convey a friendly an inviting feeling that showcases the atmosphere of the brand as well as the products and services.

8 Approvals:

Allie Teal Owner, Auto Assistance Anytime	