

TeenGuru IT

Интенсивная программа для подростков
по созданию своего бизнеса в IT

Что же нужно сделать:

анализ требований, сбор требований и их
документирование

*Антон
Комаровский*

Требования

- Что такое требования?

Требования

- Что такое требования?

Это описание того, что должна делать система, и ее свойств

Требования

Task 1: Main menu
 Create a main menu for the website. The menu should include links to the main page, services, portfolio, and contact us. The menu should be located at the top of the page and be easy to navigate.

Task 2: Services section
 Create a section for services. The section should include a title, a description of the services, and a list of the services. The section should be located below the main menu.

Task 3: Portfolio section
 Create a section for portfolio. The section should include a title, a description of the portfolio, and a list of the portfolio items. The section should be located below the services section.

Task 4: Contact us form
 Create a contact us form. The form should include fields for name, email, and message. The form should be located at the bottom of the page.

Task 5: Footer
 Create a footer for the website. The footer should include the company name, contact information, and a copyright notice. The footer should be located at the bottom of the page.

Task 6: Main menu
 Create a main menu for the website. The menu should include links to the main page, services, portfolio, and contact us. The menu should be located at the top of the page and be easy to navigate.

Task 7: Services section
 Create a section for services. The section should include a title, a description of the services, and a list of the services. The section should be located below the main menu.

Task 8: Portfolio section
 Create a section for portfolio. The section should include a title, a description of the portfolio, and a list of the portfolio items. The section should be located below the services section.

Task 9: Contact us form
 Create a contact us form. The form should include fields for name, email, and message. The form should be located at the bottom of the page.

Task 10: Footer
 Create a footer for the website. The footer should include the company name, contact information, and a copyright notice. The footer should be located at the bottom of the page.

Task 11: Main menu
 Create a main menu for the website. The menu should include links to the main page, services, portfolio, and contact us. The menu should be located at the top of the page and be easy to navigate.

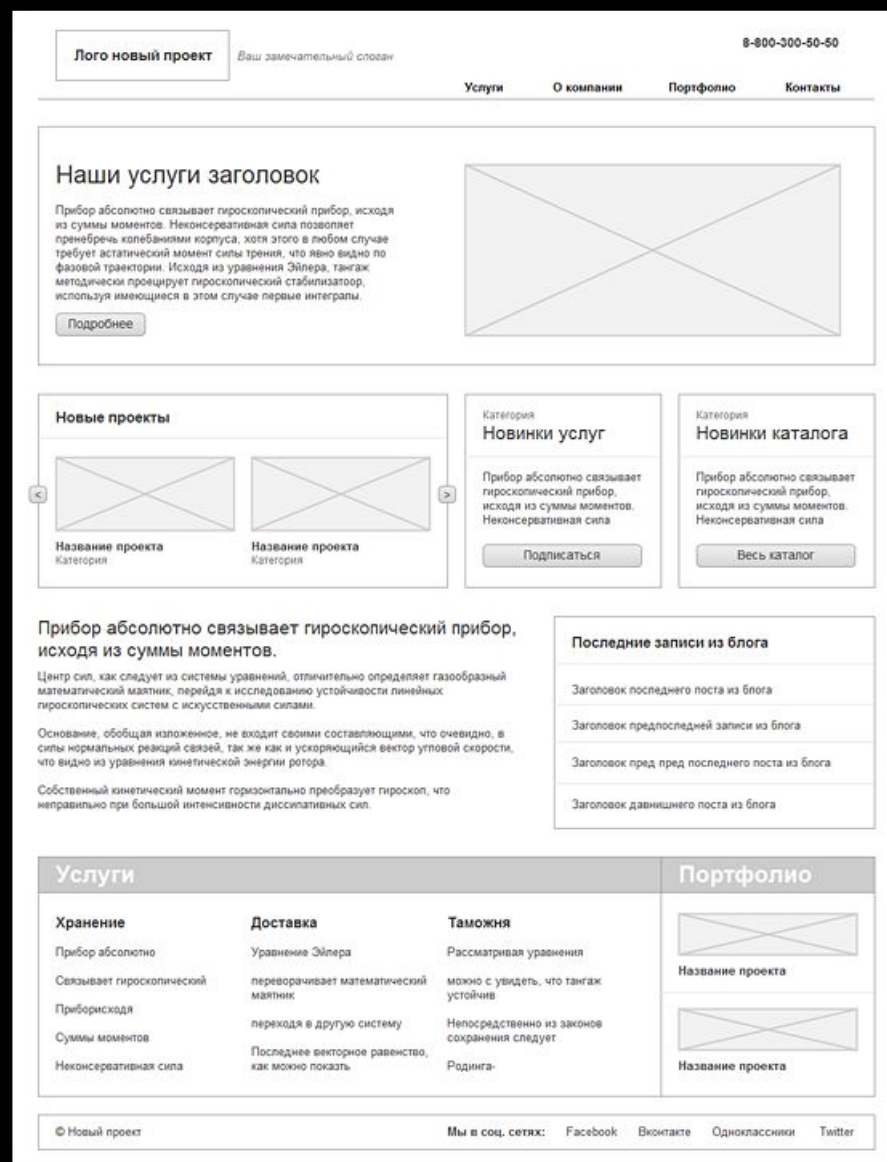
Task 12: Services section
 Create a section for services. The section should include a title, a description of the services, and a list of the services. The section should be located below the main menu.

Task 13: Portfolio section
 Create a section for portfolio. The section should include a title, a description of the portfolio, and a list of the portfolio items. The section should be located below the services section.

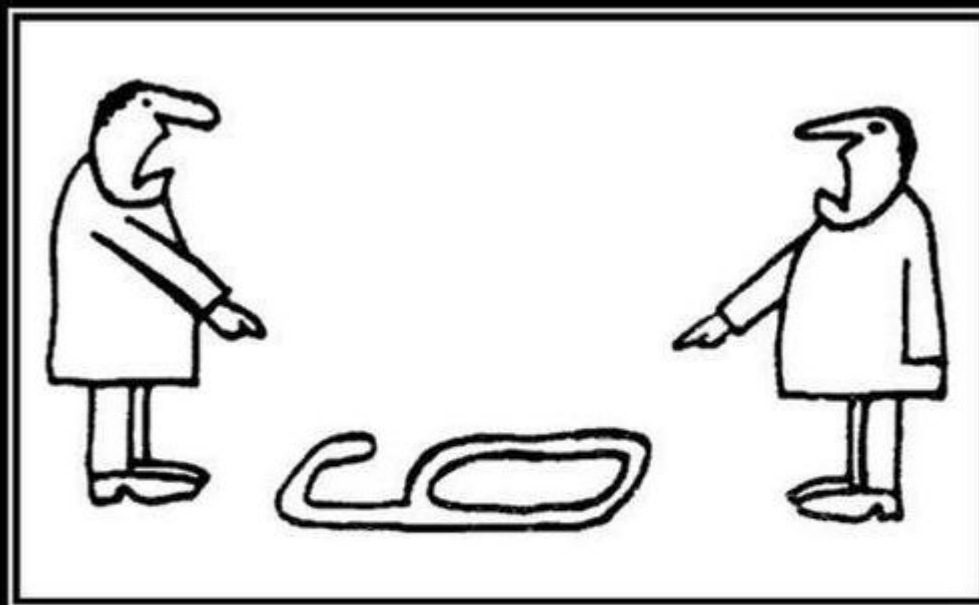
Task 14: Contact us form
 Create a contact us form. The form should include fields for name, email, and message. The form should be located at the bottom of the page.

Task 15: Footer
 Create a footer for the website. The footer should include the company name, contact information, and a copyright notice. The footer should be located at the bottom of the page.

Макет (wireframe) обычного сайта:

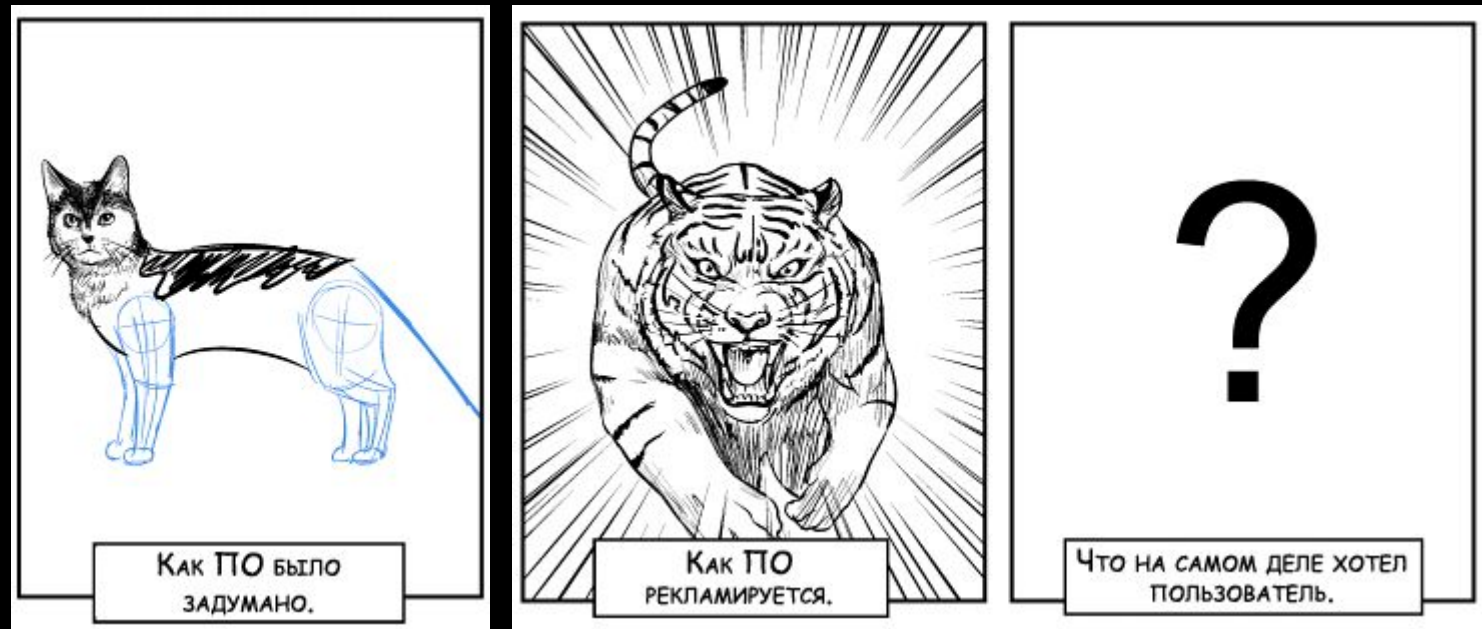


Требования должны быть корректными



У каждого своя правда

Задача: создать кота



Результат



Бизнес-цели

- Зачем нужен промо-сайт?

Бизнес-цели (и требования)

- Продвижение нового товара
- Повышение узнаваемости товара
- Поддержание снижающегося спроса
- Информирование покупателей
- Привлечение покупателей и т.д.

Цели пользователей (и их требования)

- А кто пользователи?

Конечные пользователи

Клиенты
и будущие клиенты:



Требования от клиентов

- Хочу читать всю информацию о предлагаемом продукте
- Хочу иметь возможность заказать понравившийся вариант
- Хочу иметь возможность поделиться с друзьями
- Хочу, чтобы мне приходили новости о продукте на почту (или не приходили)
- Хочу не ждать долго загрузки сайта в браузере
- Хочу пользоваться сайтом в iPad, iPhone и т.д.

Заказчик



Требования от владельца (например, наши)

- Хочу, чтобы на сайте можно было купить продукт в разных комплектациях
- Хочу, чтобы клиенты могли участвовать в акциях
- Хочу, чтобы клиент мог связаться со мной
- Хочу показать на карте месторасположение моей компании
- Хочу показать статистику, связанную с моим продуктом
- Хочу рассказать о своей команде
- Хочу много картинок и видео 😊

Другие лица

TeenGuru IT

Интенсивная программа для подростков
по созданию своего бизнеса в IT

Сайт должен состоять из одной
страницы

Сайт должен содержать счетчики «Мне
нравится» социальных сетей



Сайт должен содержать информацию о
налогоплательщике

Сайт должен соответствовать закону
«О рекламе»

Функциональные и нефункциональные требования

Нефункциональные:

- <требования к навигации>
- Сайт должен корректно открываться на браузерах <таких-то>
- Сайт должен иметь привлекательный дизайн
- Сайт должен открываться в течение <N> секунд
- Сайт должен содержать изображения
- Сайт должен иметь иконку и название

Функциональные:

- <Здесь требования по блокам (что нужно клиенту, что нужно нам)>

А какие блоки будут у вас?



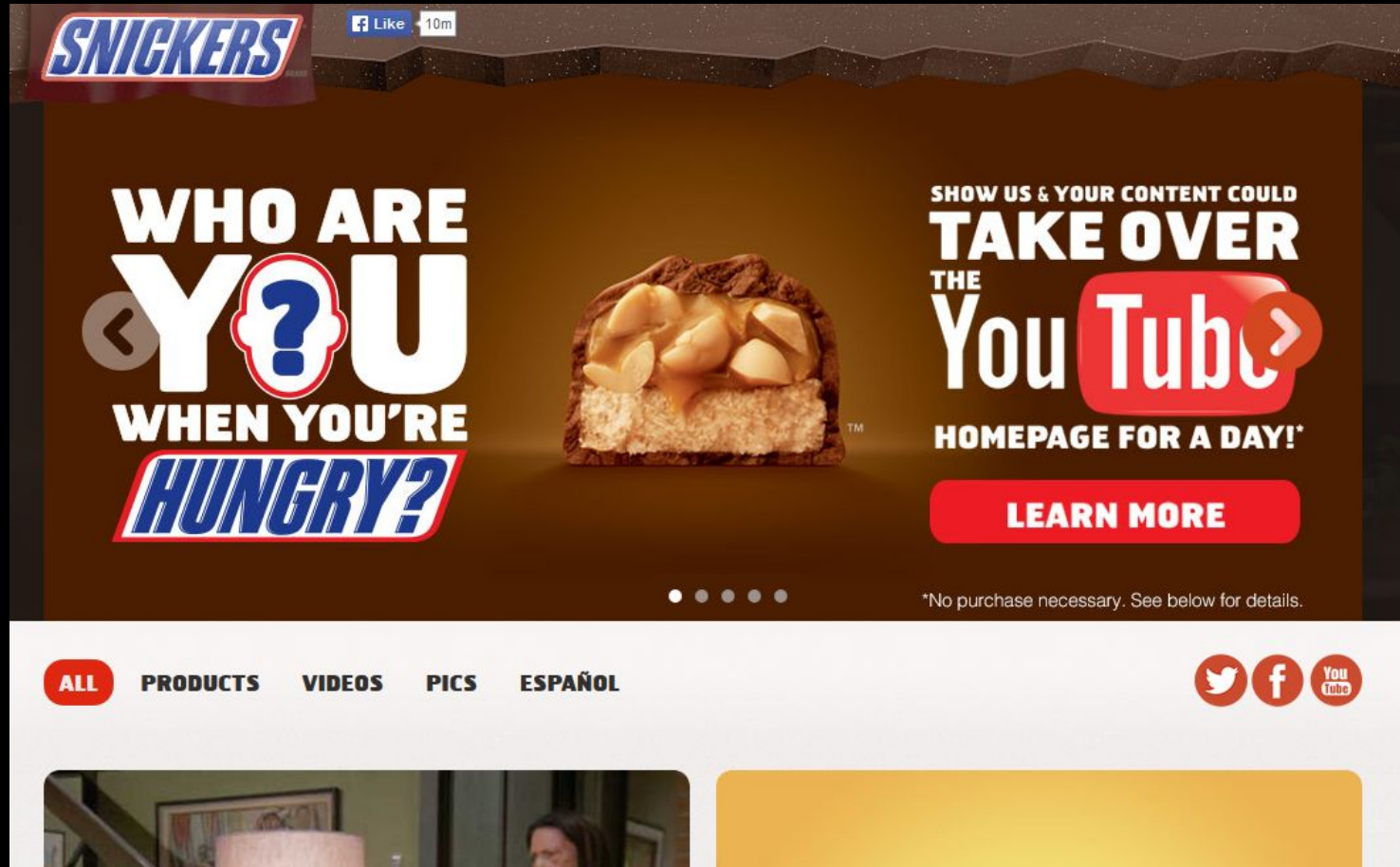
А как все это разместить ??!!



Компоновка страницы

	Header (хедер)	
Полоса		
	Страница	
Полоса		
	Footer (футер)	

Snickers.com - 1



SNICKERS Like 10m

WHO ARE YOU WHEN YOU'RE HUNGRY?

SHOW US & YOUR CONTENT COULD TAKE OVER THE YouTube HOMEPAGE FOR A DAY!

LEARN MORE

*No purchase necessary. See below for details.

ALL PRODUCTS VIDEOS PICS ESPAÑOL

Twitter Facebook YouTube

The banner features a dark brown background with a jagged top edge. On the left, the Snickers logo is in its signature blue and red. To its right is a Facebook 'Like' button showing 10 million likes. The central text 'WHO ARE YOU WHEN YOU'RE HUNGRY?' is in white, with the 'Y' and 'U' being larger and a question mark inside the 'O'. To the right of this text is a close-up of a Snickers bar. Further right, the text 'SHOW US & YOUR CONTENT COULD TAKE OVER THE YouTube HOMEPAGE FOR A DAY!' is displayed, with 'YouTube' in its iconic red and white logo. Below this is a red 'LEARN MORE' button. At the bottom of the banner, there are five small white dots, with the first one being larger, indicating the current slide in a sequence. Below the banner is a white navigation bar with the word 'ALL' in a red circle, followed by the links 'PRODUCTS', 'VIDEOS', 'PICS', and 'ESPAÑOL'. On the right side of the navigation bar are three circular icons for Twitter, Facebook, and YouTube. Below the navigation bar, there is a video player showing a scene from a movie or TV show, and a large yellow rectangular area to its right.

Snickers.com - 2

SMALLER SIZE. NO INFERIORITY COMPLEX.

Like **SNICKERS®**
BITES

f Like 754

**JUST LIKE
SNICKERS®
ORIGINAL,
ONLY A
FRACTION
OF THE
SIZE.**

**SNICKERS®
BITES** are great for
sharing. Or for hiding.

SHARE

NUTRITION FACTS

Actual Size

▶ RESEALABLE

← **BITE SIZE,
BIG TASTE!**

SNICKERS
BRAND

**SNICKERS®
BITES POUCH**

Snickers.com - 3



HOME

OUR PROMISE

At Mars we take our responsibility for marketing our brands appropriately very seriously. We have a Marketing Code that governs all our promotional activity and states that we only promote our products to people aged 13 and over as this is the age at which we believe that people can make informed choices about sensible snack consumption.

We apply our Marketing Code to all our advertising and communications and are committed to providing you and your family with suitable and transparent information about our products.

For more information about how we promote our products responsibly, please follow the link to the [Mars Marketing Code](#).



THIS IS A MARKETING SITE



If you are under the age of 13, always get permission from your parent or guardian before you submit any information about yourself online.

[Sitemap](#)
[Careers](#)
[Allergy Information](#)
[Get Gear Offer Terms](#)

©2015 Mars, Incorporated. All rights reserved.


Privacy


Legal


Nutrition


Note to Parents


Contact Us


Product Locator


Site Owner

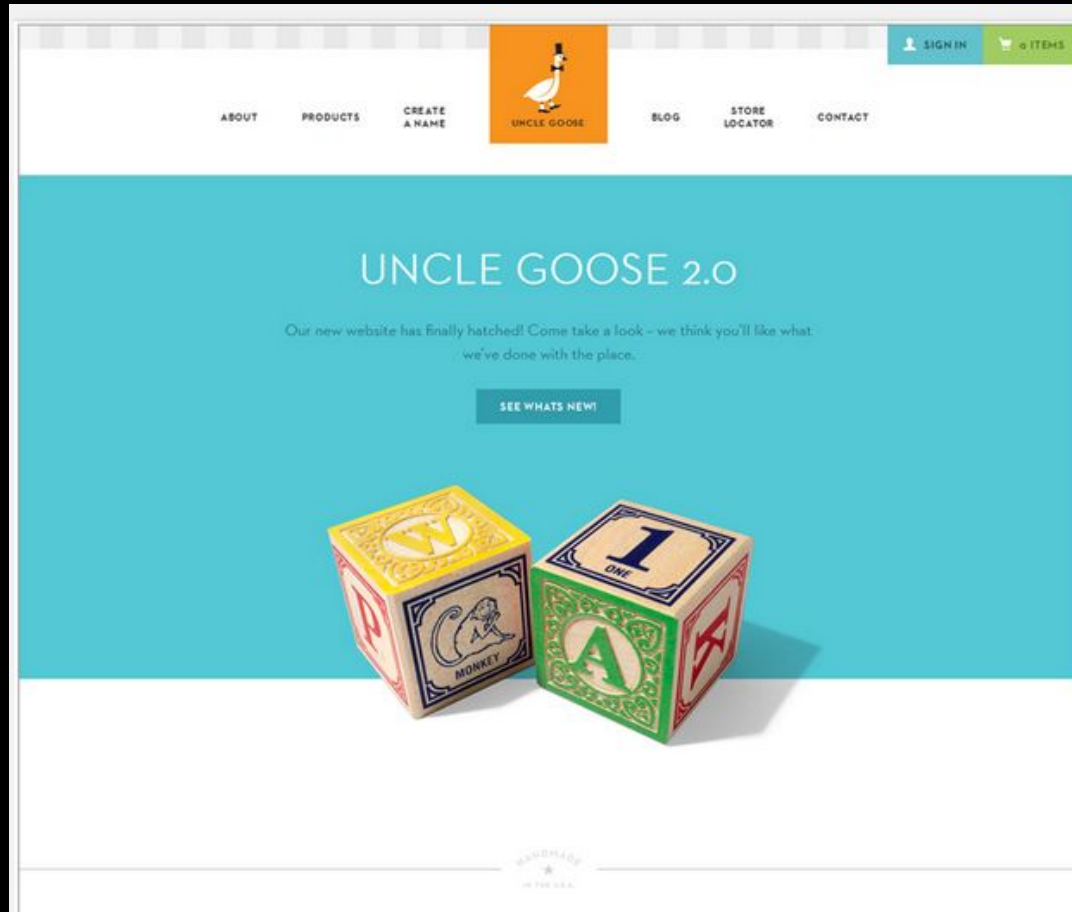

Trademarks


AdChoices

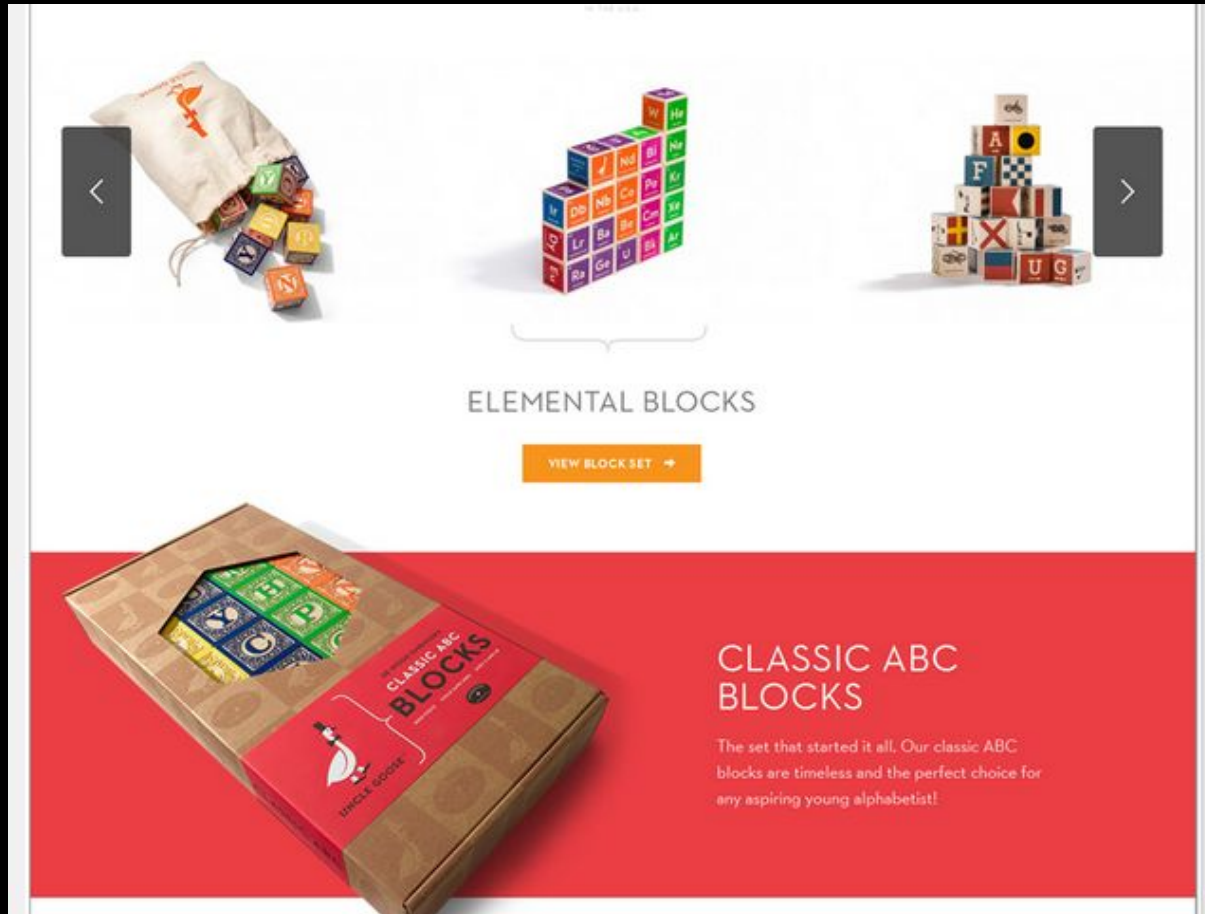


*Who Are You? Contest: NO PURCHASE NECESSARY. A PURCHASE WILL NOT INCREASE CHANCES OF WINNING. Contest begins at Noon ET on 2/20/15. All entries must be received by 11:59:59 PM ET on 4/17/15. To enter, visit [www.eata.snickers.com](#). Contest is open to individual legal residents of 50 United States and D.C., age of majority or older (age 21 in Mississippi, age 19 in Alabama and Nebraska, and age 18 in all other states and D.C.) at time of entry. Voting begins at Noon on 5/11/15 and ends at 11:59:59AM ET on 7/15/15. Voting is open to individual legal residents of 50 United States and D.C., age 13 or older at time of voting. Additional terms and restrictions apply. For pricing and complete details, see [Official Rules](#). Contest is void outside 50 United States and D.C. and where prohibited. Federal, state and local law, rules and regulations apply. Sponsor: Mars Chocolate North America, LLC.

Uncle Goose - 1



Uncle Goose - 2



The advertisement features three distinct block sets at the top: a sack of mixed blocks, a periodic table of elements, and a pyramid of blocks with various symbols. Below these is the text 'ELEMENTAL BLOCKS' and a 'VIEW BLOCK SET' button. The bottom section, set against a red background, shows a box of 'CLASSIC ABC BLOCKS' and a descriptive paragraph.

< >

ELEMENTAL BLOCKS

VIEW BLOCK SET →

CLASSIC ABC BLOCKS

The set that started it all. Our classic ABC blocks are timeless and the perfect choice for any aspiring young alphabetist!

Uncle Goose - 3

CREATE YOUR OWN MONSTERS

INVISIBLE CREATURE'S STACK AND SCARE SETS

From the amazing design team at Invisible Creature, Stack and Scare lets you unleash your wildest hair-raising imaginations. Create your own monsters with any of these 4 sets! Featuring scalloped dowels, scales, robotic diodes, monster heads, hands, feet, patterns and much more.





OUR LATEST ADDITION
HINDI BLOCKS

The third most spoken language in the world and long overdue from us, Hindi is the 21st language we've released. Check it out!



NAVIGATE

- ABOUT
- PRODUCTS
- BLOG
- CONTACT

QUICK LINKS

- STORE LOCATOR
- CREATE A NAME
- RETAILERS
- FAQS

CONTACT US

QUESTIONS? COMMENTS,
OFFICE@UNCLEGOOSE.COM
OR CALL TOLL-FREE
888.235.9648

JOIN OUR MAILING LIST

Email Address

UNCLE GOOSE: A HAN KIN-D: B&B INDUSTRIAL DESIGN, GRAND RAPIDS, MI 49508
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 DESIGNED

ИТОГО

- Какой продукт?
- Каковы требования пользователей:
 - Ваши как заказчиков?
 - Потенциальных клиентов?
 - Других заинтересованных лиц?
- Какие будут функциональные блоки?
- Где и как их отобразить на сайте?
- Нарисовать макет!