

Analysis

End-User Requirements

The term 'end-users' describes the group of people most likely to use a website.

If a web development company has a clear idea of the target audience, they should take account of what works best for that group of end-users when creating a website.

Common End-User Groups

- Young children
- Inexperienced users
- Skilled and expert users
- Users who require accessibility features
 - users with learning difficulties or disabilities
 - users who require voice recognition integration or screen readers

These categories are broad and not exhaustive. An end-user could fall into more than one of these categories.

End-User Requirements

The tasks that end-users need to be able to carry out are known as the 'end-user requirements'.

Let's think about a website for a new local gym. Who is our target audience, and what would they need to be able to do in our website?

End-User Requirements

Target audience: adults are members of the gym, or who would like to join the gym

Members would like to:

- navigate the site with ease
- have access to a timetable of classes
- have access to a virtual tour of the gym
- have access to profiles for personal trainers
- be able to may make online payments for classes

Functional Requirements

Functional requirements are what the website must be able to do. Functional requirements will state:

- processes that the website must be able to carry out
- areas of the site that require navigation
- interaction with databases/information that the website needs to have access to in order to function properly
- interaction with multimedia

Functional Requirements

Let's think about a website for a new local gym again.

Some functional requirements might be:

- all pages should link back to the homepage
- video that gives members a virtual tour of the gym
- online calendar and class timetable
- new members can sign-up to the gym

What are requirements used for?

Requirements will help to inform the Design of your website.

It will help to select colours, fonts and multimedia to include on your page. It will also help you decide what features and functionality should be included.

What are requirements used for?

During the Evaluation stage, we use both end-user requirements and functional requirements to measure fitness for purpose – does the website do what it was built for?

If a user wants to find contact details on your website, but you haven't provided that functionality, your website is not **fit for purpose**.