

## UX DESIGN: WHAT WE NEED FROM A CHARTER/BUSINESS REQUIREMENTS DOCUMENT

1. **Purpose** – why is this product essential to the business? To the customer? What will success look like?

*Example: The new design of Dressing Room will help customers' gain interest in our products and brands, by recreating the in-store experience through the ability to compare garments and ask the opinions of friends or salespeople. This will dramatically improve Nordstrom's customer satisfaction ratings and increase sales.*

2. **Principles** – general themes, stated in concrete terms, which support both the product's purpose and the mission of Nordstrom Online.

*Examples: 1. Shopping is fun and inspiring 2. Promote discovery of new items by facilitating exploration 3. Social/peer approval provides purchase confidence.*

3. **Prerequisites** –

- a. **Use cases:** description of what users must be able to do with or to the product.

*Examples: 1. The ability to add items into a dressing room from anywhere on the site. 2. The ability to mix, match and compare items. 3. The ability to add item(s) to bag. 4. The ability to add item(s) to wishlist. 5. The ability to keep item(s) in the dressing room until removed by the customer.*

- b. **Product qualities:** experience attributes. Some of these are pragmatic, quantifiable requirements, such as how quickly the system should process a file. Others are emotional qualities, such as what brand messages the product should reinforce and what emotions it should invoke.

*Example: Evoke creativity and entice customers to play.*

- c. **Constraints:** These may include the time at which the product must ship or regulations with which a system must comply. The important thing at this point is to capture all of the presumed constraints for discussion so you can determine which ones are firm and which may be flexible.

*Example: Must ship by Anniversary Sale 2012.*

4. **Priorities** – Assign an order of importance to the stated needs (above) based on business objectives and persona goals.

5. **People** – who and why. Who are the target users (or, eventually, personas) that will use this? And what are their different goals?

*Example: The Nordstrom.com customer. Younger customer segment (28-35 yrs old). Someone wanting inspiration and some exploration.*

6. **Collected data and statistics** – customer feedback, analytics, market trends, competitive or similar experiences, etc

7. **Success metrics** – what does success look like? Forecasted ROI model?

*Examples: 1. Improve conversion rate by driving more qualified purchasers to product pages, and improving customer experience with new tools that inspire purchase. 2. Lower return rates by allowing more questions to be answered about the product. 3. Increase total-order value by allowing customers to engage with more items per visit through surfacing relevant products.*

*A Requirements document is not:*

**Requirements are not features.** Use cases/needs shouldn't be combined with solutions. By starting with the need, we have the opportunity to think broadly and come up with more innovative solutions.

**Requirements are not specifications.** Requirements should be high level needs that help project stakeholders make business decisions. These generally won't exceed a few document pages. Functional requirements should then be developed iteratively through the design process and expressed in the final specifications. In other words, requirements definition isn't entirely finished until the design is finished.