## 1.2 Gathering Requirements
**1.3.1**

**VORD Method**

**Brainstorming for Viewpoints**
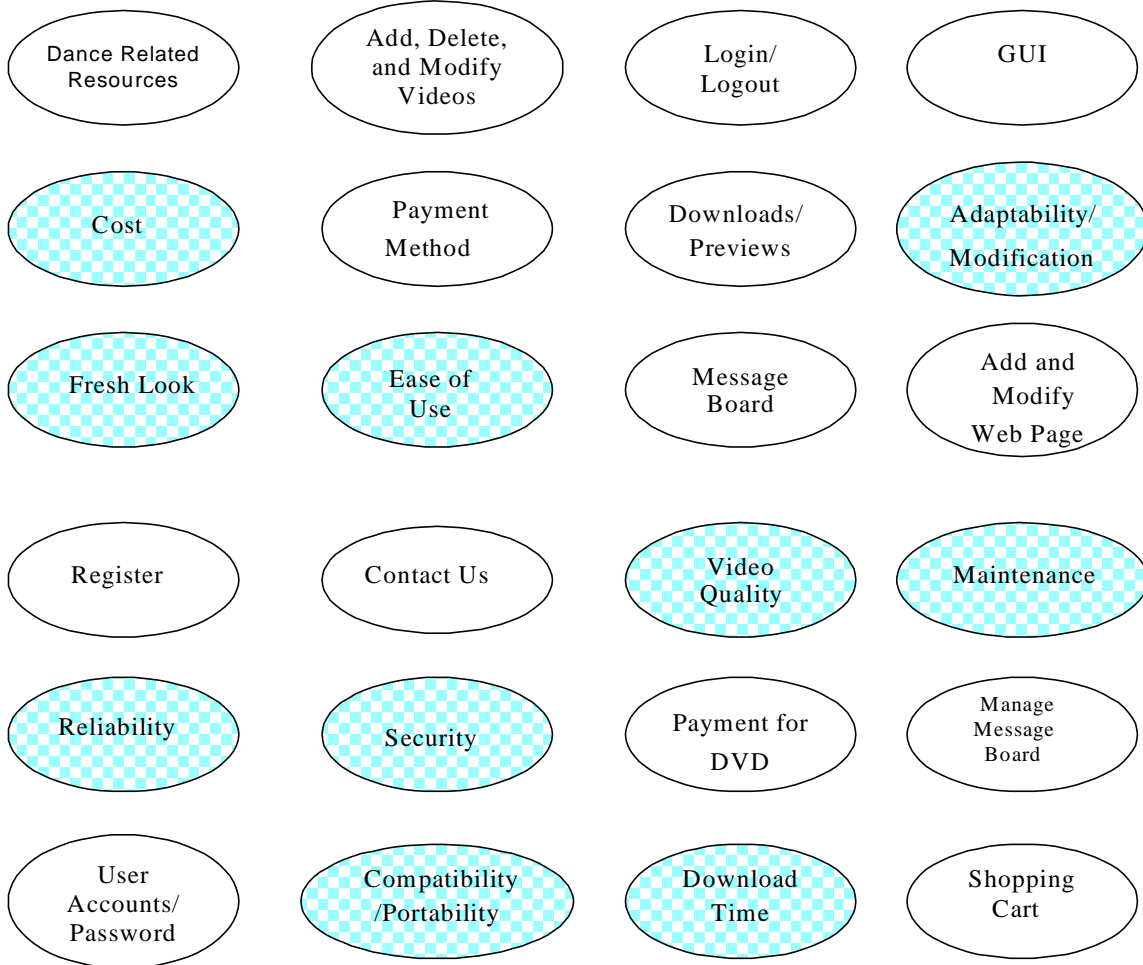
| | | | |
|---|---|---|---|
| Dance Related Resources | Add, Delete, and Modify Videos | Login/ Logout | GUI |
| Cost | Payment Method | Downloads/ Previews | Adaptability/ Modification |
| Fresh Look | Ease of Use | Message Board | Add and Modify Web Page |
| Register | Contact Us | Video Quality | Maintenance |
| Reliability | Security | Payment for DVD | Manage Message Board |
| User Accounts/ Password | Compatibility /Portability | Download Time | Shopping Cart |

| | |
|---|---|
| (oval) | Main Functions |
| (checkered oval) | Non-Functional Requirements |
| (oval) | Functional Requirements |

## 1.3.1.2   Services Provided By Stakeholders

### ADMINISTRATOR

| Services |
| --- |
| - Receives emails sent by users with the site's contact info<br>- Maintain and Support Website<br>- Administrates site's Message Board |

### DANCERS

| Services |
| --- |
| - Instruct dances in the videos<br>- Reply to questions posted on the site's Message Board |

### VIDEO EDITOR

| Services |
| --- |
| - Imports videos taken by specialist<br>- Edits each video<br>- Converts videos into proper format<br>- Uploads final video files |

### FRONT-END DEVELOPERS

| Services |
| --- |
| - Design front-end of website (GUI)<br>- Ensures the site is presentable |

### BACK-END DEVELOPERS

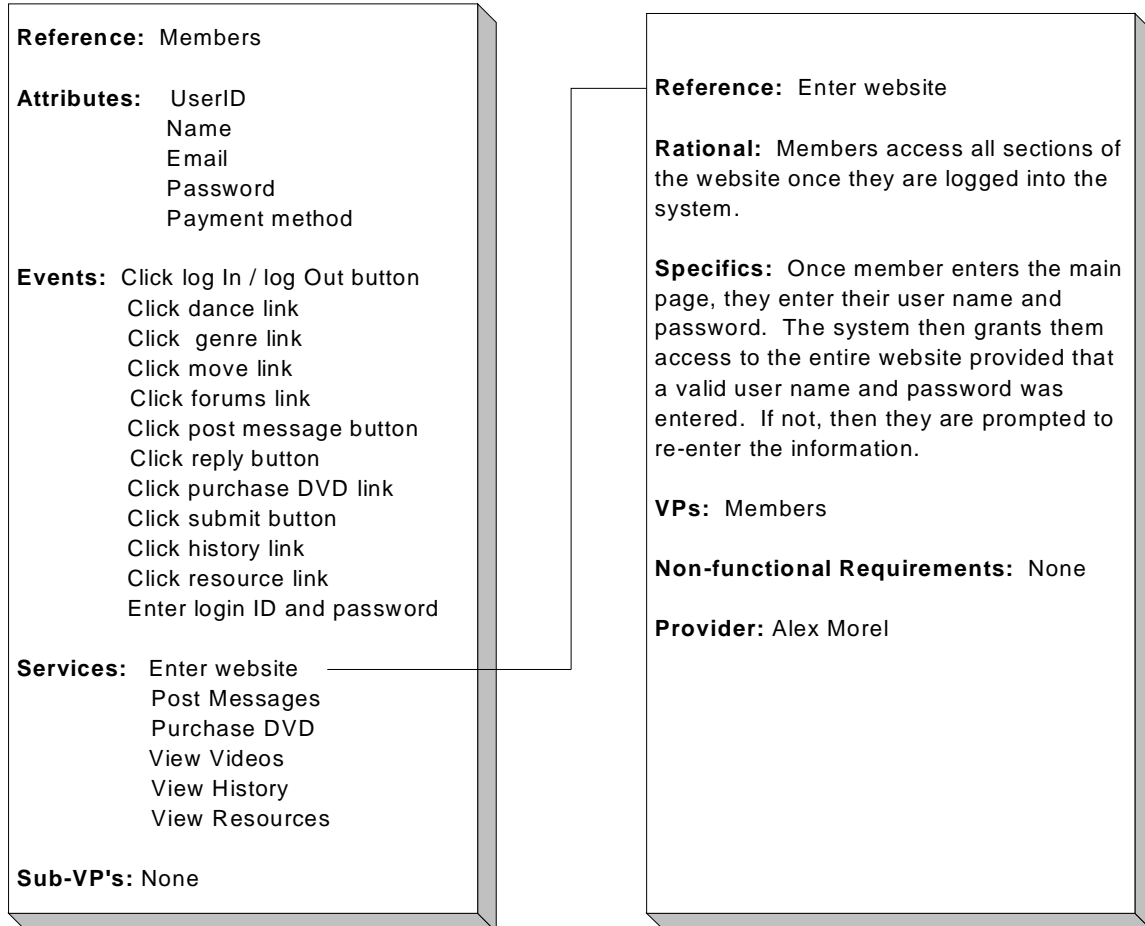| Services |
| --- |
| - Design back-end of website (functionalities)<br>- Ensures the site can operate successfully |

### VIDEO-TAPING SPECIALIST

| Services |
| --- |
| - Films dancers as they instruct moves for the videos<br>- Ensures quality shots are video-taped |

## 1.3.1.3 View Point and Service Templates

**Reference:** Members

**Attributes:**   UserID
                  Name
                  Email
                  Password
                  Payment method

**Events:**  Click log In / log Out button
             Click dance link
             Click  genre link
             Click move link
             Click forums link
             Click post message button
             Click reply button
             Click purchase DVD link
             Click submit button
             Click history link
             Click resource link
             Enter login ID and password

**Services:**  Enter website
               Post Messages
               Purchase DVD
               View Videos
               View History
               View Resources

**Sub-VP's:** None

**Reference:**  Enter website

**Rational:**  Members access all sections of the website once they are logged into the system.

**Specifics:**  Once member enters the main page, they enter their user name and password.  The system then grants them access to the entire website provided that a valid user name and password was entered.  If not, then they are prompted to re-enter the information.

**VPs:**  Members

**Non-functional Requirements:**  None

**Provider:** Alex Morel

**Reference:** Members

**Attributes:** UserID
                    Name
                    Email
                    Password
                    Payment method

**Events:** Click log In / log Out button
            Click dance link
            Click  genre link
            Click move link
            Click forums link
            Click post message button
            Click reply button
            Click purchase DVD link
            Click submit button
            Click history link
            Click resource link
            Enter login ID and password

**Services:** Enter website
            Post Messages
            Purchase DVD
            View Videos
            View History
            View Resources

**Sub-VP's:** None

---

**Reference:**  Post Messages

**Rational:**  Member of the site read and reply to messages posted on the website message board.

**Specifics:**  Once the user logs into the system, they click on the Forum link which grants access to the message board.  The member then chooses the genre of discussion.  Members will choose to either read and reply to an existing message or create a new message for posting.  Once message is created the member clicks on the submit button for posting.

**VPs:**  Members

**Non-functional Requirements:**  None

**Provider:** Geoconda Idrovo

**Reference:** Members

**Attributes:**   UserID
                Name
                Email
                Password
                Payment method

**Events:**   Click log In / log Out button
            Click dance link
            Click  genre link
            Click move link
            Click forums link
            Click post message button
            Click reply button
            Click purchase DVD link
            Click submit button
            Click history link
            Click resource link
            Enter login ID and password

**Services:**   Enter website
              Post Messages
              Purchase DVD
              View Videos
              View History
              View Resources

**Sub-VP's:** None

**Reference:**  Purchase DVD

**Rational:**  Members have the option of purchasing a DVD which encompasses all of the moves that were featured on the website in addition to advanced combinations and routines.

**Specifics:**  Once the user logs into the system, they click on the Products link which grants access to the purchasing form.  They will then enter their credit card and shipping information or they can pint a mail in form to purchase the DVD by check or money order.

**VPs:**  Members

**Non-functional Requirements:**  None

**Provider:**  Alex Morel

**Reference:** Members

**Attributes:** UserID
Name
Email
Password
Payment method

**Events:** Click log In / log Out button
Click dance link
Click  genre link
Click move link
Click forums link
Click post message button
Click reply button
Click purchase DVD link
Click submit button
Click history link
Click resource link
Enter login ID and password

**Services:** Enter website
Post Messages
Purchase DVD
View Videos
View History
View Resources

**Sub-VP's:** None

---

**Reference:** View Videos

**Rational:** Members are given access to all videos within the website.

**Specifics:** Once logged into the system, the member clicks on the Dance link and is directed to the Salsa Beginners section. From there on the user can choose a different genre or level. The member can then click on play to view the video.

**VPs:** Members

**Non-functional Requirements:** None

**Provider:** Alex Morel

**Reference:** Members

**Attributes:** UserID
               Name
               Email
               Password
               Payment method

**Events:** Click log In / log Out button
          Click dance link
          Click  genre link
          Click move link
          Click forums link
          Click post message button
          Click reply button
          Click purchase DVD link
          Click submit button
          Click history link
          Click resource link
          Enter login ID and password

**Services:** Enter website
           Post Messages
           Purchase DVD
           View Videos
           View History
           View Resources

**Sub-VP's:** None

---

**Reference:** View History

**Rational:** Each genre of dance has it's own history section, which enables members to learn background information on that particular dance.

**Specifics:** Once logged into the system and clicking on the dance link as well as choosing a genre, the user is able to click on the history link and view background information on that dance.

**VPs:** Members

**Non-functional Requirements:** None

**Provider:** Geoconda Idrovo

**Reference:** Members

**Attributes:**   UserID
            Name
            Email
            Password
            Payment method

**Events:**  Click log In / log Out button
         Click dance link
         Click  genre link
         Click move link
          Click forums link
         Click post message button
          Click reply button
         Click purchase DVD link
         Click submit button
         Click history link
         Click resource link
         Enter login ID and password

**Services:**   Enter website
          Post Messages
          Purchase DVD
          View Videos
          View History
          View Resources

**Sub-VP's:** None

**Reference:**  View Resources

**Rational:**  Members are provided with links to dance-related websites.

**Specifics:**  Once logged into the system, the member clicks on the Dance link and is directed to the Salsa Beginners section.  From there on the user can choose a different genre and click on the Resources link to view dance-related websites.

**VPs:**  Members

**Non-functional Requirements:**  None

**Provider:** Alex Morel

**Reference:** Non-Members

**Attributes:** None

**Events:** click "become a member" link
click submit button
click preview link
Enter user info, login ID and
password

**Services:** Registration
Preview Videos

**Sub-VP's:** None

---

**Reference:** Registration

**Rational:** Users that would like to register for membership can click on Become a Member.

**Specifics:** From the main page, a non-member can register for membership by clicking on the Become a Member link. This will direct them to a registration form in which they will enter their information in addition to a user name and password.

**VPs:** Non-members

**Non-functional Requirements:** user name must not contain vulgar/ unacceptable language (i.e. profanity)

**Provider:** Alex Morel

---

**Reference:** Non-Members

**Attributes:** None

**Events:** click "become a member" link
click submit button
click preview link
Enter user info, login ID and
password

**Services:** Registration
Preview Videos

**Sub-VP's:** None

---

**Reference:** Preview Videos

**Rational:** Non-members can view only preview videos.

**Specifics:** From the main page, the user can click on the Preview link, which directs them to a page where the video is located. In addition to the video itself, written descriptions of the moves are also included in this page.

**VPs:** Non-members

**Non-functional Requirements:** None

**Provider:** Geoconda Idrovo

**Reference:** Users

**Attributes:** UserID
               Name
               Email
               Password
               Payment method

**Events:** Click "Contact Us" link
           Click send button
           Click "FAQs" link
           Click "The Team" link

**Services:** E-mail Administrator
           View Team Bios
           View FAQ's

**Sub-VP's:** Members and
             Non-members

---

**Reference:** Email Administrator

**Rational:** Any questions, comments or concerns that users may have can be directed to the website administrator via email sent from the contact page.

**Specifics:** A user can click on the Contact US link located on the main page and then enter their name, email and message and click the submit button to send their message to the administrator via the email system within SalsaPartyWalk.com.

**VPs:** Users

**Non-functional Requirements:** None

**Provider:** Geoconda Idrovo

---

**Reference:** Users

**Attributes:** UserID
               Name
               Email
               Password
               Payment method

**Events:** Click "Contact Us" link
           Click send button
           Click "FAQs" link
           Click "The Team" link

**Services:** E-mail Administrator
           View Team Bios
           View FAQ's

**Sub-VP's:** Members and
             Non-members

---

**Reference:** View Team Bios

**Rational:** Users are able to view each team member's biography and picture.

**Specifics:** From the main page the user can click on The Team link. From there, the user will be directed to another section of the website in which the team biographies and pictures will be displayed.

**VPs:** Users

**Non-functional Requirements:** None

**Provider:** Geoconda Idrovo

**Reference:** Users

**Attributes:**  UserID
                Name
                Email
                Password
                Payment method

**Events:**  Click "Contact Us" link
           Click send button
           Click "FAQs" link
           Click  "The Team"  link

**Services:**  E-mail Administrator
           View Team Bios
           View FAQ's

**Sub-VP's:** Members and
             Non-members

---

**Reference:**  View Frequently Asked Questions

**Rational:**  Members have access to a section of the website that provides the answers to Frequently Asked Questions.

**Specifics:**  From the main page pf the website the user clicks on the FAQ's link which directs them to the section of the website that displays questions and answers that common users have had.

**VPs:**  Users

**Non-functional Requirements:**  None

**Provider:**  Alex Morel

**1.3.2 Use Case Scenario Diagram**
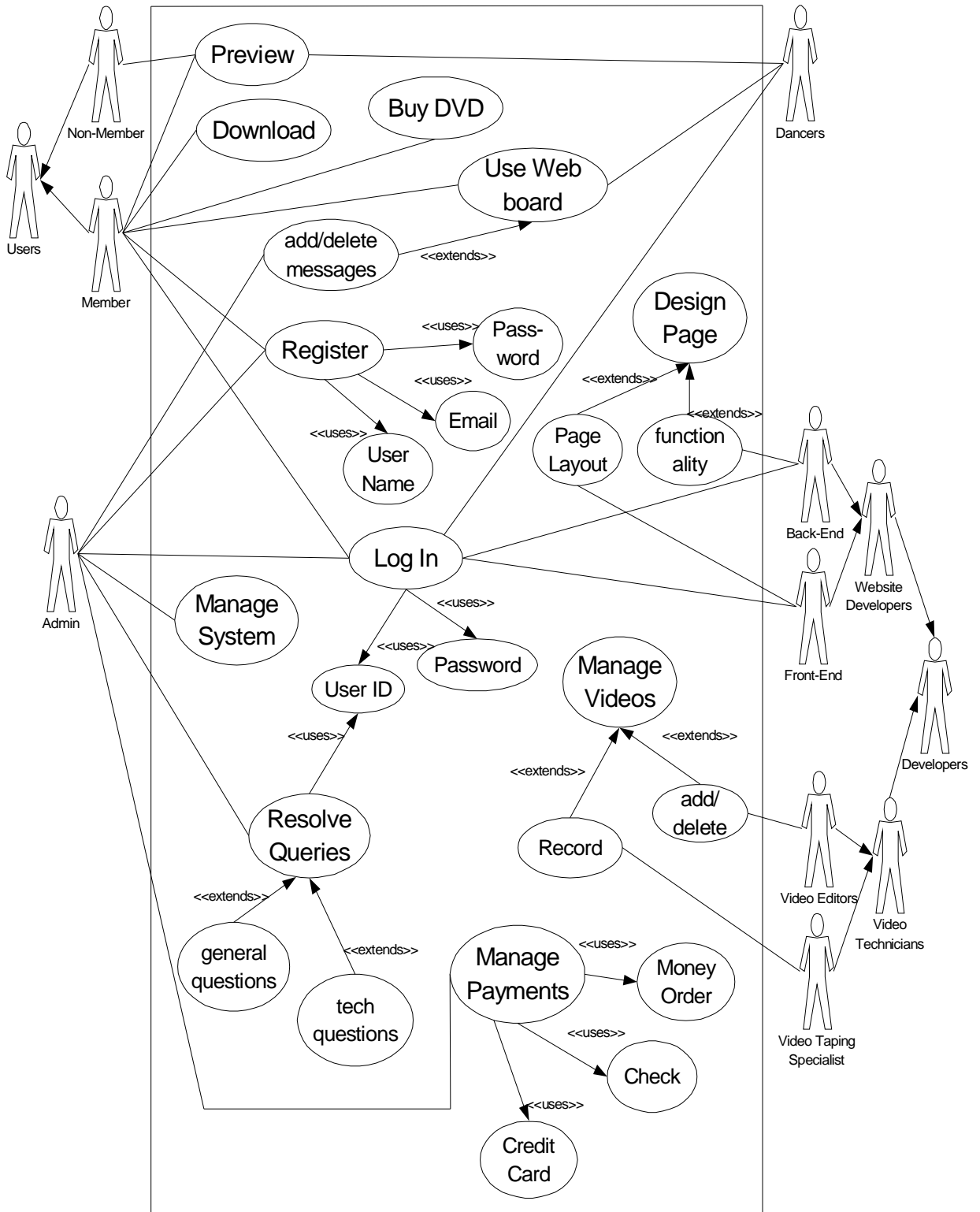
**1.3.3 Role Playing**

**Network Administrator**

My name is Henry Pierre and I'm the Network administrator for SalsaPartyWalk.com. I have worked for various companies from middle to large size organizations. Based on my responsibilities, and the nature of this website I will manage all user emails, the message board, and support all daily business operations within the site.

One of my primary jobs is to respond to user emails and requests. Website users will use an online "Contact Form" to submit comments /questions or help tickets. A successful submission means that any particular user has entered their first and last name along with a valid e-mail address. Those validation tests need to be performed to ensure users getting a reply. However, without an e-mail/or valid one I won't be able to provide necessary support to such user.

Another job is to perform updates. Updates are vital to a website, because these keep users from coming back. Because of its importance, a process should be established to make updates go swiftly. Consequently, each section within the site should be properly documented and labeled to make navigation easy and locate any section within the site. This also requires properly labeling all site folders and files based on their section. Additionally, each section within the site should have a template that enables fast creation of new pages and promotes consistency. Beside each template, web page designers need to specify how to update any dynamic or static pages along with code documentations such as: table positions, table names, starting and ending code segments, etc.

I will also provide support for the Message board or Forum. Only registered users can post messages or reply to other users in the board. Login and passwords should be correctly set to keep one user from using another user name. The developer should prevent any user name duplication, and needs to set proper privileges for each user. For example, users won't be able to delete any posted messages. Finally, the board should be easy to manage to allow the administrator to remove messages, and perform some basic jobs.

**Dancer**

My name is Robert Edison and I have been a dance instructor for the past 12 years. As an instructor, I want to make sure that my students can clearly see my instructions online. One of the most important concepts that need to be emphasized when learning how to dance is hand positioning, posture, and footwork. These are all critical to any student that is trying to learn the basics. In order for them to learn how to dance through video, these concepts must be clearly seen and emphasized. Like any class of instruction, a student must be able to ask questions to the instructor. This is very important because any questions that there may be for an instructor can also benefit another student. This website must have a manner in which students can ask the instructor(s) questions and the ability for an instructor to provide answers. Another aspect of instruction that is vital for a dance is timing. The student should be able to clearly see where and when a step is carried out. Salsa for example, is based on an "8" count; if the video slows down or freezes while a move is being performed, then the count will be off leading to possible confusion for the student. This synchronization of steps with counts is extremely important. It is also important that viewing the videos of instruction is easy for the students. If it is difficult to view videos, a student will be frustrated, which in turn will make it harder for he/she to focus and learn the moves being taught. We want to make the use of videos an easy and simple process so that the majority of a person's energy can be directed towards leaning a move and practicing it on their own.

**Front-End Developer**

Hi my name is Joe Schmoe and I am the front-end developer of the site. I've worked on many sites throughout my years and the quality desired by most people is how fast the pages download. I definitely place emphasis on this when I'm developing pages or when I go to pages for that matter. I always find myself saving various files from web pages on my computer just to see the file size and to see if I could create an exact replica of the page, but of course with better optimization. Languages that I like to use include HTML and Javascript; they download at lightning speeds. My specialty is creating

interactive pages with the two. I focus on structure and usability to create well designed professional pages. Many people use pictures to spice up their pages but this only increases download time. I believe that once you have a well-structured site you should add a few pictures in key places. The pictures of course should be optimized for a 56k modem. This is what I want to incorporate in this website.  Two new technologies that are definitely on the come up are XML and Flash. XML downloads just as fast as HTML and Flash drastically compresses interactive images making it just as fast to download a few images. I would definitely love to see these technologies used in the website.  These are what I feel are necessary for me to carry out my role effectively.

**Back-End Developer**

Hi my name is Joe Schmoe and I am the front-end developer of the site. I've worked on many sites throughout my years and the quality desired by most people is how fast the pages download.  I definitely place emphasis on this when I'm developing pages or when I go to pages for that matter. I always find myself saving various files from web pages on my computer just to see the file size and to see if I could create an exact replica of the page, but of course with better optimization. Languages that I like to use include HTML and Javascript; they download at lightning speeds. My specialty is creating interactive pages with the two. I focus on structure and usability to create well designed professional pages. Many people use pictures to spice up their pages but this only increases download time. I believe that once you have a well-structured site you should add a few pictures in key places. The pictures of course should be optimized for a 56k modem. This is what I want to incorporate in this website.  Two new technologies that are definitely on the come up are XML and Flash. XML downloads just as fast as HTML and Flash drastically compresses interactive images making it just as fast to download a few images. I would definitely love to see these technologies used in the website.  These are what I feel are necessary for me to carry out my role effectively.

**Users**

*Users (16 to 18 years):*

My name is Maribel Barrera and I am currently a junior at Essex County Technical Vocational High School; I'm in the Hair Beauty shop. My favorite hobbies are to shopping and dancing. In a dance instructional web site I would like to see the following things included: First of all I want an up do date web site, meaning something with a modern design and eye-catching pictures and colors. I would like the web site to be fast and easy to use since I don't have a lot of computer experience. The music played in the web site should be fresh and new (it should be the same as the music currently playing on the radio).

*Users (19- 23 years):*

My name is Jose Antonio Morel and I am 21 years old. I am currently a senior in college studying Computer Engineering. In a dance instructional web site my main concern would be the user friendliness of the web site because it is frustrating to go to websites that are hard to use. I would also be concerned with the download time and navigational system considering the site would have many downloadable videos. I would like a FAQ section and a site map that way if I get lost or confuse I can find an answer quickly. I would also like a way for me to contact the administrator in case I have any technical and non-technical questions. In addition to this I would like to be able to ask questions to the dance instructors, and also be able to see the questions asked by other users.

*Users (24 to 27 years):*

My name is Elvia Chiriboga, I am a 27-year-old single mother working as a nurse at the University Hospital in Newark New Jersey. In a dance instructional web site I would like to see videos that download fast and are very easy to follow. I get discouraged from going to sites that take forever to download. In addition, since I am a visual learner, I would like to see a written explanation of all the steps. Pictures breaking down the steps will also help me understand and therefore learn the moves faster. Additional resources such as links to other dance related web sites might also aid me while I try to learn the moves. Apart from the moves, the method of payment is an issue for me. I currently have bad credit and prefer to pay things either by check or money

order, therefore it will be beneficial to me if the web site can incorporate my needs of payment in its design.

*Users (28 to 31 years):*

        My name is Alfonzo Lopez and I'm currently working as a financial advisor at Merck. The ideal type of website that I would like SalsaPartyWalk.com to be entails the following:  I would like the site to be easy to navigate because this way I can find my way around without too much trouble. It should also be fancy, to keep me interested. It should also have different levels of dances for beginners, intermediate, and advanced users. It should have a variety of dance videos so that you have a choice of what you want to learn. These videos should have a minimal download time so that I don't have to wait too long. The login should be on the front page so it is easy to login. The web site should provide an online shop for purchases.

*Users (32-39 years):*

        Hi! I'm Jimmy Jones working at first union bank as a manager in Edison, New Jersey. I would like the SalsaPartyWalk.com to be user friendly; it should be easy to navigate through each page. It should contain detailed instruction and should provide you step-by-step guidance. Once I log in to the website, it should give me the total access to the website. The lessons should be available to me at any time. It should provide me with some sort of messaging service where I am able to post any questions and have it answered. It should have dance help online, incase I need help with something.

*Users (40 & above):*

        My name is Maya Jones and I'm 42 years old from Florida, currently working at a real estate firm in Miami. I would like to learn dance in my spare time. The SalsaPartyWalk.com website that I would like to see should have the following: It should provide me with a website map in case I get lost in the website. It should provide me with details on dances. It should provide me with highlights on the front page even before I login, so I know what is new on the website. The web site should be kept simple for any age group to navigate. I should be able to ask questions and should be able to reply to

them. It should have variety of dances, which should be starting from beginners to advance level. I should be able to view it as many times as I want.

### 1.3.4 Distributing Client Surveys

In order to produce an effective and successful website, information must be gathered from the potential users of the site. The client surveys that were distributed focused on three main points needed for our analysis:

- Determining the type of clients for DanceOnline.Com (User Profile)
- Determining what the clients wanted to see included in the website
- Determining the priorities – a balance between what is important to include in the website and what can be done given the available resources.

In creating the survey these three points were taken into account. Also, to assure that the responses given in the survey were accurate, the questions were kept concise. It was important to design questions that would be easy to understand and answer while still gathering requirements. A sample of the client survey that was distributed is provided below.

**1.3.5 Sample Client Survey**

1. Please circle one:
      a. Male
      b. Female

2. How old are you?
      a. 16 – 18 yrs
      b. 19 – 23 yrs
      c. 24- 27 yrs
      d. 28- 31 yrs
      e. 32- 40 yrs
      f. 41 and up

3. What is your occupation?
      a. None
      b. Student
      c. Factory or Non-Technical Job (no college education needed)
      d. Technical Position (2 years of college needed)
      e. Professional (4 or more years of college needed)

4. What is your approximate annual income:
      a. $0 <= $ Annual Income $< 5,000$
      b. $5,000 <= $ Annual Income $< 10,000$
      c. $10,000 <= $ Annual Income $< 15,000$
      d. $15,000 <= $ Annual Income $< 20,000$
      e. $20,000 <= $ Annual Income $< 30,000$
      f. $30,000 <= $ Annual Income $< 40,000$
      g. $40,000 <= $ Annual Income $< 50,000$
      h. 50,000 and above annually

5. At home, I have the following type of Internet connection
      a. 56k
      b. T1
      c. T3
      d. DSL
      e. Other

6. Which websites do you visit the most?

      a. _____

      b. _____

      c. _____

7. How often do you visit dance related websites?
   a. Never
   b. Seldom
   c. Frequently
   d. All the time

8. How would you rate your computer skills:
   a. Beginner
   b. Intermediate
   c. Advance

9. How often do you purchase online a month?
   a. Never
   b. Seldom
   c. Sometimes
   d. Frequently
   e. All the time

10. What do you appreciate the most about a website (navigation, graphics, colors, ease of use, etc)?

11. What do you least like in a website (poor colors, graphics, etc.)

12. For what purposes do you use the computer at home and at work?

13. Which features would you find most useful?
    a. Message board
    b. Chat room
    c. Links to other dance related sites
    d. None
    e. All

14. Comments or reasons to question 14?

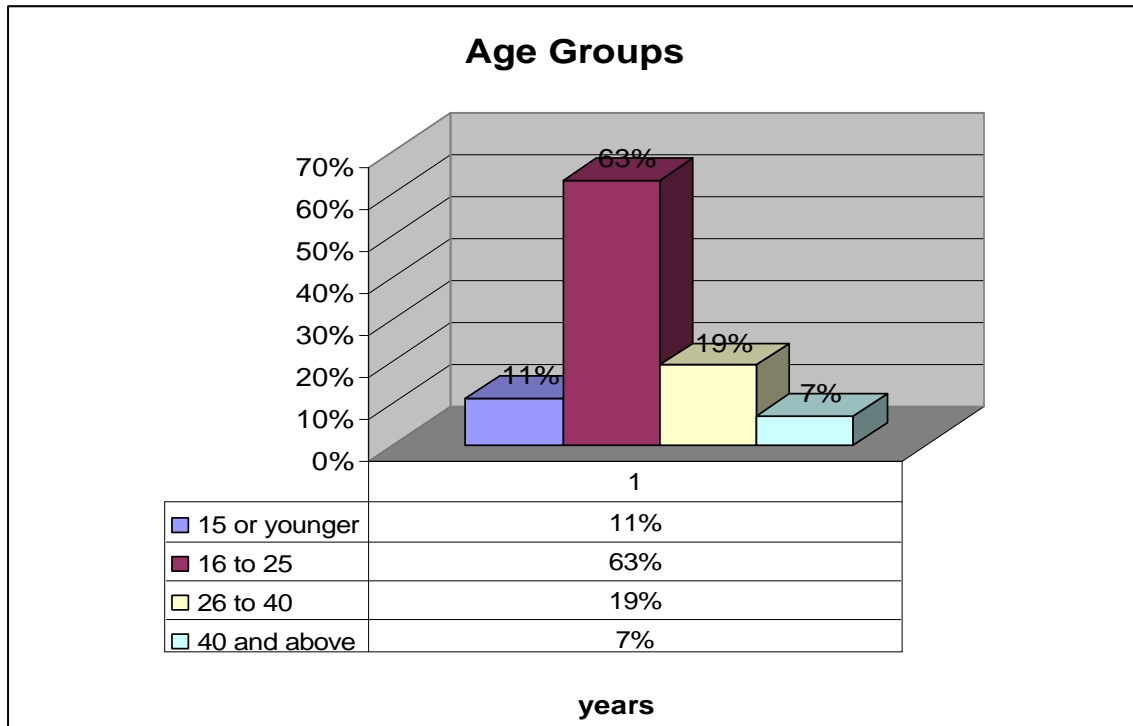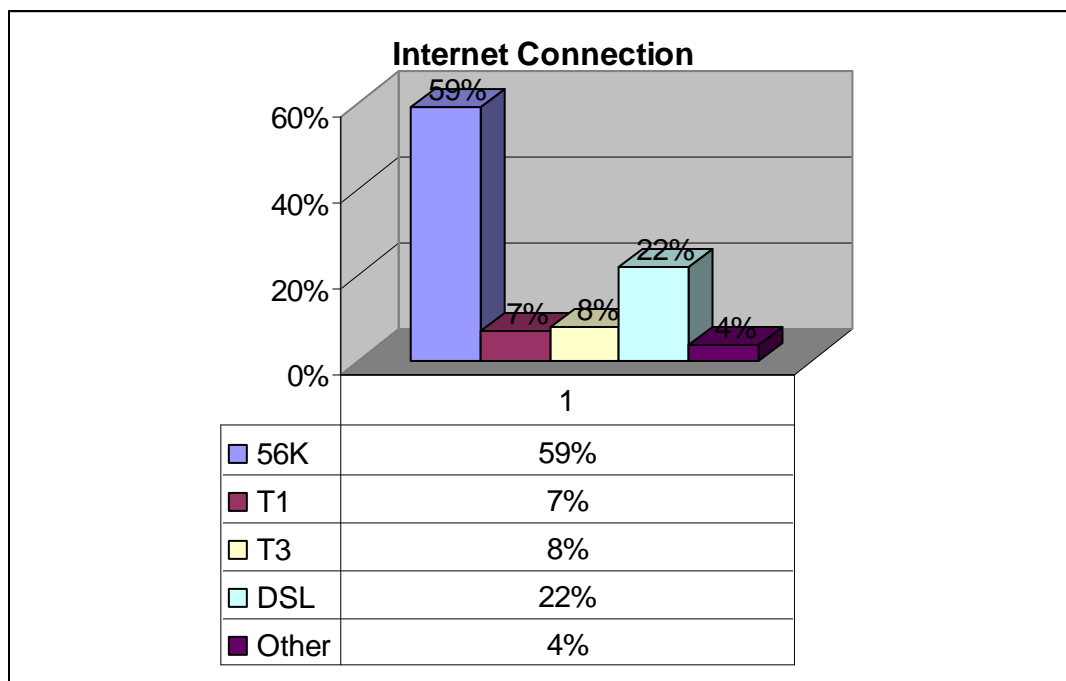### 1.3.6 Results Charts

### Table B: Age Groups

## Age Groups

| | |
|---|---|
| ■ 15 or younger | 11% |
| ■ 16 to 25 | 63% |
| □ 26 to 40 | 19% |
| □ 40 and above | 7% |

### Table C: Internet Connection

## Internet Connection

| | |
|---|---|
| ■ 56K | 59% |
| ■ T1 | 7% |
| □ T3 | 8% |
| □ DSL | 22% |
| ■ Other | 4% |

**Table D: Online Experience**

**Online Experience**

| | |
|---|---|
| ☐ Beginner | 49% |
| ☐ Intermediate | 35% |
| ☐ Advance | 16% |

**Table E: Most Useful Feature**

**Most Useful Feature**

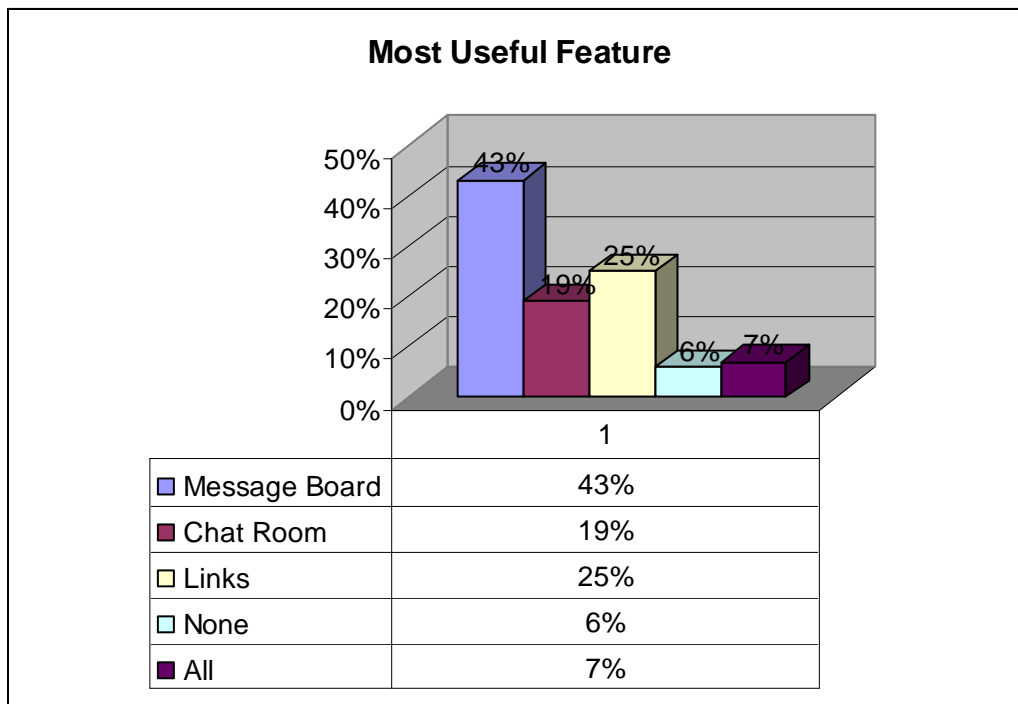| | |
|---|---|
| ☐ Message Board | 43% |
| ☐ Chat Room | 19% |
| ☐ Links | 25% |
| ☐ None | 6% |
| ☐ All | 7% |
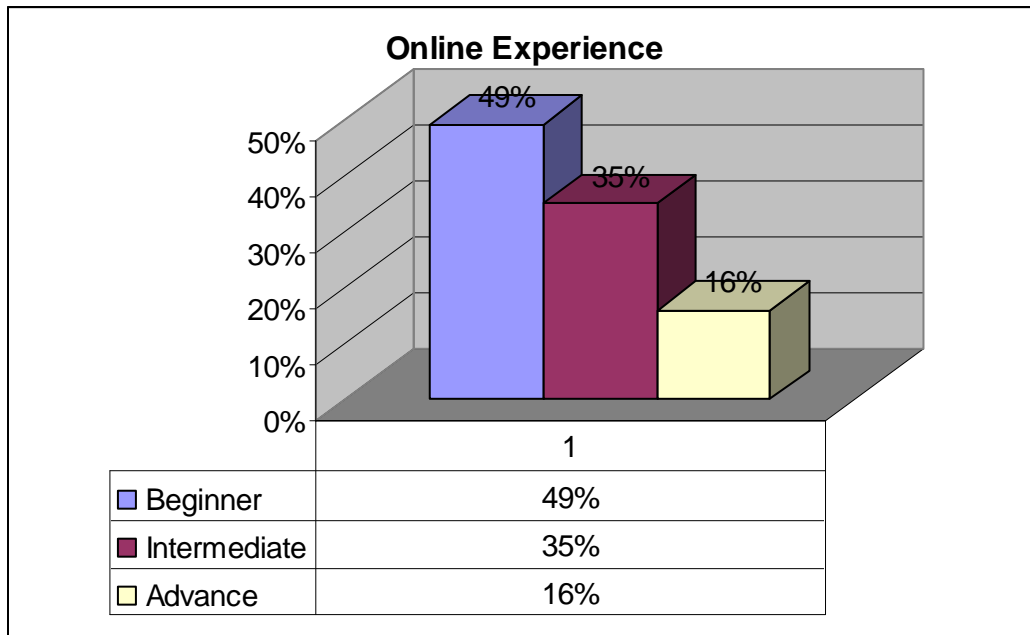
**1.3.7 Interviews**

Considering SalsaPartyWalk.com is client-driven, gathering requirements for the project is crucial. In addition to questionnaires, thirty interviews were also performed to better further gather information.

Interviewer:   Hi, my name is *(interviewer name)* and I'm working on a website with a team of five other students for our Senior Project. We wanted to take the time out and get some feedback from the potential users of our website.

Please state your name, age and occupation.

1) How familiar would you say you are with computers?

2) What type of connection is your computer running on?

3) How often do you shop online?

4) Based on your experience with online shopping, what key factors do you feel are needed in a good web page?

5) How important is color in terms of web page design for you?

6) In dealing with online dance instruction, what features do you feel will be most important to you?

**1.3.8 Requirement Results**

After analyzing the interviews and role plays the following requirements were extracted:

Dancers
1. Clearly see instructions online
2. Hand positioning footwork emphasized
3. Students must be able to ask questions
4. Timing of the steps, music with the movements
5. Videos should be easy to use

Front-End
1. Fast downloads
2. HTML & Java script (download time)
3. Few Pictures (maintain speed)
4. Well –structured
5. Videos optimized for 56k modem
6. XML & Flash (speed)

Back-End
1. ASP for security reasons
2. Log in / Log out functional for access of the website (rights)
3. Shopping cart for videos
4. ASP Host (must be fast and reliable)

Users (16-18)
1. Up to date (fresh look, attractive pictures and colors)
2. Fast and easy to use
3. New music

Users (19-23)
1. User-friendly
2. Download time kept to minimum
3. Good navigation
4. Frequently Asked Questions
5. Contact Page included
6. Message board included

Users (24-27)
1. Download videos fast
2. Instruction must be easy to follow
3. Step-by-Step explanation of moves
4. Still frames of moves included
5. Dance related Links included
6. Various payment methods (money orders, credit cards, checks)

Users (28 to 31 years)
1. Easy to navigate
2. Good layout and color usage
3. Minimal download time
4. Different levels of instruction within each genre (Beginner, Intermediate, Advance)
5. Area for shopping (shopping cart for DVD)

Users (32-39 years)
1. User friendly
2. Easy navigation
3. Step-by-Step instruction
4. Messaging service (Message Board)
5. Complete access to site for members

Users (40 & up)
1. Site Map
2. Details on dances (Move descriptions)
3. Highlights of the website

Admin
1. Valid input of users email address on contact page
2. Naming convention for videos and other files
3. Admin must be able to modify Message board (add/delete messages)
4. No duplicate user id's