

# **B U S I N E S S   R E Q U I R E M E N T S**

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## **PepsiCo Foodservice Grow My Restaurant**

**Project: 4110**

Version: 1.6



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## Document Revision Log

Revision #	Revision Date	Name	Description/Impact to Document
1.0	07/16/08	Sonya E. Witt	Initial Draft
1.1	07/31/08	Sonya E. Witt	Updated with initial assignment of requirement types and client feedback.
1.2	08/08/08	Sonya E. Witt	Updated with client feedback changes/adjustments, additional requirements, and IA changes.
1.3	08/13/08	Sonya E. Witt	Additional rules and requirements added; client feedback applied.
1.4	08/21/08	Sonya E. Witt	Restructured requirements; incorporated feedback.
1.5	08/28/08	Sonya E. Witt	Reorganized "Look and Feel" requirements. Added section for Marketing requirements. Additional requirements incorporated. Consolidated feedback from Pepsi incorporated.
1.6	10/23/08	Sonya E. Witt	Changes incorporated based on IA changes and client feedback.



## 1. Purpose

The purpose of this document is to capture and communicate the business requirements for PepsiCo Foodservice Grow My Restaurant initial web site build project. Business requirements focus on the needs or conditions to meet for a new or altered product, taking into account the possibility of conflicting requirements across various stakeholders and systems, such as consumers and brands. The system behavior will be addressed in the Functional Requirements.

## 2. Executive Summary

PepsiCo Foodservice Division has requested Tribal DDB to develop an information and tools site for local restaurant operators that will assist them in both daily operations and business growth. The site will provide services and tools normally not available to local restaurant owners since they do not have the support or infrastructure comparable to that of nationally recognized chains. Tribal DDB will be responsible for the design, creative execution, production, and post launch maintenance of this site.

The Grow My Restaurant project is a multi-tiered, multi-phased project. Quick serve and casual dining restaurant owners and operators are the target audiences for this initiative.

At this multi-layered site, local restaurant operators will be able to learn more about their consumer base and competitive environment. Additionally, they can learn how to increase traffic and obtain business tips to improve the operational effectiveness of their restaurant. Local restaurant operators will be able to utilize online tools to generate customized advertising, point of sale materials, and email or direct mail elements; all efforts to help the local restaurant operator grow their business and better manage their restaurant. The site will be fueled by the various syndicated and proprietary data sources to which PepsiCo subscribes and/or owns.

## 3. Site Goals

*Site goals describe the driving business objectives for the initiative and provide a verifiable means by which the goals may be deemed as successful.*

1. Convert non-Pepsi customers to Pepsi Customers by presenting value-added information and tools.
2. Increase customer retention by providing rewards and incentives to current Pepsi Customers.
3. Drive long-term relationships; build trust and loyalty.
4. Create online and offline site awareness with the goal of multiple repeat visits by business owners. (See Appendix)



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## 4. Business Assumptions and Rules

### 4.1 Assumptions

*An assumption is the acknowledgement that specific business rules, processes, and/or system functionality will/will not be impacted by this effort.*

1. Site will consist of both services and information.
2. Site will consist of varying access levels, currently defined as Level I and Level II.
3. [COPPA](#) specific requirements are not anticipated due to the age level of the target audience.
4. Tools and services provided by third-party associations will focus on the advantages to the local restaurant owners rather than the promotion PepsiCo or the PepsiCo partner.
5. The use of [CAPTCHA](#) during registration is not anticipated due to current customer validation procedures.
6. PepsiCo Foodservice division will be responsible for acquisition of the necessary and appropriate licensing agreements for the use of any third party tools or content on the GMR site.
7. Existing content must be rotated to provide a fresh experience for returning users. Rotational specifics are to be detailed in a SOW prior to launch.
8. Actual site naming conventions are subject to change and are usually determined and solidified during the creative phase. Titles listed in this document are meant to convey the concept of the section rather than the actual titles to be presented on the site.

### 4.2 Rules

*A rule is a policy or condition that must be enforced (manually or systematically).*

1. Site will consist of varying access levels, currently defined as Level I and Level II.
2. Level I users will have access to PepsiCo non-proprietary tools and content.
3. Level II users will have access to PepsiCo proprietary tools and content.
4. Users must be PepsiCo customers to qualify for Level II access.
5. A manual procedure for validating a registrant's current status will be utilized for users registering by means other than distributor provided sign in information.
6. To complete registration for Level II access, a user's status as a current Pepsi customer must be verified.
7. Upon successful registration, Level II access will be granted to user's during the period in which their status as a Pepsi customer is validated.
8. Site will be lightly PepsiCo branded, including a Foodservice logo, sponsored by PepsiCo,



and the integration, where applicable, of PepsiCo branded colors and imagery; however, creative focus should not be centered on PepsiCo branding.

## 5. Business Requirements

*Business requirements focus on the needs or conditions to meet for a new or altered product, taking into account the possibility of conflicting requirements across various stakeholders and systems, such as consumers and brands.*

### 5.1 Look and Feel

*The experience a person has using a product and the main features of its appearance and interfaces.*

BR	REQUIREMENT	Type	Level
B.5.1.1	Provide the ability for regionally filtered content and tools.	BR	I, II
B.5.1.2	Provide all users, regardless of access level or registration status, with the ability to access industry news, trends, tools and templates based on page content selected.	UR	I, II
B.5.1.3	Provide the ability for user to search the Grow My Restaurant site.	UR	I, II
B.5.1.4	Provide a home page containing links and information allowing users to select the desired site function or information.	UR	I, II
B.5.1.5	Provide a page for user to access restaurant menu development information.	UR	I, II
B.5.1.6	Provide a page for user to access information relevant to attracting new customers.	UR	I, II
B.5.1.7	Provide a page for user to access customer retention information.	UR	I, II
B.5.1.8	Provide a page for users to access business growth information.	UR	I, II
B.5.1.9	Provide a page for user to access staffing assistance information.	UR	I, II
B.5.1.10	Provide a page for user to access local marketplace information.	UR	I, II
B.5.1.11	Provide a page for user to access Pepsi programs information.	UR	I, II
B.5.1.12	Provide ability for user to view and download available documents and templates, as their permissions allow.	UR	I, II



BR	REQUIREMENT	Type	Level
B.5.1.13	Provide a page for user to access Pepsi-hosted <a href="#">social technology</a> elements.	UR	I, II
B.5.1.14	Provide a means by which user can access off-site links without leaving the GMR site.	BR	I, II

## 5.2 Usability

BR	REQUIREMENT	Type	Level
B.5.2.1	Provide global interactive navigational elements allowing various audiences to access the materials required.	UR	I, II
B.5.2.2	Provide the ability for the user to register on the site.	UR	I
B.5.2.3	Require users to register and sign in for access to Level II information.	BR	II
B.5.2.4	Provide the ability for the user to create and edit a personal profile.	UR	I, II
B.5.2.5	Provide the ability for user to customize their experience on the site.	UR	I, II
B.5.2.6	Provide print-friendly versions of content deemed as available for printing, e.g. templates or forms.	BR	I, II

## 5.3 Marketing

BR	REQUIREMENT	Type	Level
B.5.3.1	Provide teasers or calls to action with Level I content inciting user to become eligible for Level II access	BR	I, II
B.5.3.2	Provide functionality to target content to specific audiences.	BR	I, II
B.5.3.3	Provide the ability for user to become a Pepsi customer.	BR	I, II
B.5.3.4	Provide the ability for user to refer a friend.	BR	I, II
B.5.3.5	Provide the ability for the system to track user interaction.	BR	I, II



## 5.4 Ethical, Legal, and Regulatory

BR	REQUIREMENT	Type	Level
B.5.4.1	Comply with <a href="#">CAN-SPAM act of 2003</a> .	BR	II

## 5.5 Security

BR	REQUIREMENT	Type	Level
B.5.5.1	Provide security for all user-provided information.	BR	N/A
B.5.5.2	Provide the ability to moderate the social technologies implemented.	BR	N/A

## 5.6 System Performance

BR	REQUIREMENT	Type	Level
B.5.6.1	Performance must be optimal with reasonable response times.	NFR	N/A

## 5.7 Reporting

BR	REQUIREMENT	Type	Level
B.5.7.1	Provide ability to report on web analytics.	BR	N/A

## 6. User Profile

Reference Macquarium document, [Pepsi Preliminary Research Findings.pdf](#), for User Segmentation, Primary Personas, and Secondary Personas.





## 7. Definitions

Term / Acronym	Description
COPPA	Children's Online Privacy Protection Act of 1998
CAN-SPAM Act of 2003	Controlling the Assault of Non-Solicited Pornography and Marketing Act
Social Technologies	A range of web-based software programs allowing users to interact and share data with other users, e.g., wikis, discussion boards, and blogs. a.k.a., Social Software and includes Web 2.0.
CAPTCHA	Completely Automated Public Turing test to tell Computers and Humans Apart. A type of challenge-response test used in computing to ensure that the response is not generated by a computer.
BR	Business Requirement. States a customer or business benefit. Describes a policy, standard, or regulation.
UR	User Requirement. Describes a task or an activity a user needs to accomplish.
FR	Functional Requirement. States what function the system and process will need to support.
NFR	Non-functional Requirement. Describes the system performance for a function.
Level I Access	Level I Access is general site access available to all site users.
Level II Access	Level II Access is restricted access only available to registered site users (PepsiCo customers) See Business Rule 4.2.5.

## 8. Appendix

The site awareness plan will be implemented as a pre- and post-launch effort. The specific costs and granular details for the high-level items in the following spreadsheet will be provided in a separate document.



GMR Awareness  
Driving Tactics 08-27-



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## 9. References

*The documents listed have been used as references in writing and compiling this document.*

PFS TDDDB Content Matrix Spreadsheet  
GMR Requirements Matrix from Client.xls  
Pepsi Preliminary Research Findings.pdf (Macquarium)

## 10. Signatures

Title	Name	Date
PepsiCo Foodservice		
Tribal DDB Dallas		