



What are the purposes of the Originator of the Undertaking?

Software that ships: Define elements of Retail or Promotional Success?

For internal or corporate use: What are the desired corporate benefits?

What are User Needs (or Market Pulls)?

What is the Corporate and Business Case Perspective?

Statement of Functional Requirements (also called "Wish List")

- Effectiveness and efficiency
 - does the job
 - speed
 - minimum errors
 - congenial with other workplace elements
- Staff satisfaction
- Good training characteristics
 - "the perfect program has no manual"
 - embedded training and help
 - transfer of training
- Favourable economics

Statement of Functional Requirements (also called "Wish List")