CLOUDSWITCHED

FREE RESOURCE — TEMPLATE

Website Requirements Document Template

Functional and non-functional requirements, user stories, and acceptance criteria for web projects. Define what your website needs to do before development begins.

6	User	Scope	Free
REQUIREMENT CATEGORIES	STORY-DRIVEN REQUIREMENTS	PREVENT SCOPE CREEP	REQUIREMENTS TEMPLATE

How to Use This Template

Complete this document before engaging a web developer. Clear requirements prevent misunderstandings, scope creep, and wasted budget. Share with all stakeholders for sign-off before development starts.

1 Project Overview

Project Name: .....

Organisation: .....

Project Sponsor: .....

Project Manager: .....

Target Launch Date: .....

Budget Range: .....

Project Purpose

Describe in 2–3 sentences why this website is needed and what business problem it solves.

Notes

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Target Audience

Primary audience: .....

Secondary audience: .....

User demographics (age, technical ability): .....

Devices used (desktop, mobile, tablet %): .....

2 Functional Requirements

Define what the website must DO. Use the format: As a [user], I want [feature], so that [benefit].

ID	USER STORY	PRIORITY	ACCEPTANCE CRITERIA
FR-01	As a visitor, I want to view services offered, so that I can understand what the company does	Must Have	Services page with descriptions, pricing (if applicable)
FR-02	As a visitor, I want to submit a contact form, so that I can enquire about services	Must Have	Form submits to email, confirmation displayed, spam protection
FR-03	As a visitor, I want to view the site on mobile, so that I can browse on my phone	Must Have	Responsive design, tested on iOS and Android
FR-04			
FR-05			
FR-06			
FR-07			
FR-08			

MoSCoW Prioritisation

Categorise each requirement as: **Must Have** (launch blocker), **Should Have** (important but not critical), **Could Have** (desirable if time/budget permits), or **Won't Have** (out of scope for this phase). This prevents scope creep and focuses development on essentials.

3 Non-Functional Requirements

Define how the website should PERFORM. These are quality attributes, not features.

CATEGORY	REQUIREMENT	TARGET	MEASUREMENT
Performance	Page load time	< 3 seconds on 4G	Google PageSpeed Insights
Performance	Core Web Vitals	All green (Good)	Google Search Console
Availability	Uptime	99.9%	Monitoring tool (UptimeRobot)
Security	SSL certificate	Valid HTTPS on all pages	SSL Labs test: A+ rating
Security	Form protection	CAPTCHA or honeypot on all forms	Manual testing
Accessibility	WCAG compliance	WCAG 2.1 Level AA	Automated + manual audit
SEO	Meta data	Unique title & description per page	Screaming Frog audit
Compatibility	Browser support	Chrome, Firefox, Safari, Edge (last 2 versions)	Cross-browser testing

4 Content Requirements

PAGE	CONTENT NEEDED	WHO PROVIDES	DEADLINE
Homepage	Hero copy, intro text, CTAs	Marketing	
About Us	Company story, team bios, photos	Marketing / HR	
Services	Service descriptions, pricing, FAQs	Service team	
Contact	Address, form fields, map	Admin	
Blog/Resources	Initial 5 articles	Marketing	

5 Technical Requirements

CMS / Platform: .....

Hosting: .....

Domain(s): .....

SSL Certificate: .....

Email integration: .....

Analytics: .....

Cookie consent: .....

Integrations

CRM: .....

Email marketing: .....

Social media feeds: .....

Payment processing: .....

Booking/scheduling: .....

Notes

Need a Website Built?
We design and build high-performance websites with clear requirements and transparent project management.

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