# Business Requirements Document

Dr. Rachana Ali Clinical Psychology Practice Website

Prepared by Sonali Singh

June 4th 2026

**Document purpose**

This document records the business goals, page responsibilities, functional behavior, user needs, launch controls, and measurement plan represented in the completed website redesign. It is a retrospective record of real work and does not present unverified research or analytics as fact.

# 1. Business Context and Scope

### Business need

The practice needed a website that felt warm and credible while helping prospective patients understand the clinician, specialty areas, fees, and consultation process. The experience also needed to remain manageable by the practice owner after launch.

### Project objective

Create a clear path from search to consultation. The site should establish fit, reduce uncertainty, and allow a visitor to request a free 15 minute consultation without unnecessary friction.

### Scope delivered

The three week engagement covered information architecture, six specialty pages, service and fee content, frequently asked questions, consultation calls to action, contact flow, responsive presentation, search aligned titles and descriptions, launch, and owner handoff.

### Scope limits

The record does not verify formal historical user acceptance testing, exact project hours, a traffic increase, completed analytics instrumentation, or an experiment. Those items remain blank until supporting records are available.

### Stakeholder

The practice owner was the primary stakeholder. Her responsibilities included confirming practice information, approving clinical language, identifying acceptable contact behavior, and maintaining the published site.

### Success measures

The immediate measure was whether the new experience supported more consultation inquiries. The practice reported an increase from 2 to 15 monthly inquiries after launch. This is a project level outcome and does not isolate the effect of any single design decision.

## 2. Discovery and Requirements

### Discovery focus

Discovery centered on the practice goal, intended audience, approved specialty areas, common questions, trust signals, fee information, preferred consultation step, contact delivery, and the level of control the owner needed after launch.

### BR 1. Establish fit

A visitor must be able to identify who the clinician serves, understand the practice approach, and reach an approved specialty area from the homepage.

### BR 2. Explain services

Each specialty page must provide an owner approved explanation of the concern, present relevant practice information, and maintain a consistent route to consultation.

### BR 3. Reduce uncertainty

The site must answer practical questions about process, format, and fees without promising availability, timing, or clinical outcomes that the owner has not approved.

### BR 4. Support contact

The contact experience must explain the free 15 minute consultation, identify required information, validate entries, show a clear result, and deliver the inquiry to the approved destination.

### BR 5. Support ownership

Core content must remain editable by the practice owner so routine changes do not require ongoing developer support.

### Page responsibilities

The homepage establishes audience, trust, specialties, and next steps. Specialty pages explain one concern. Frequently asked questions and fee content resolve practical uncertainty. The contact page frames the consultation and collects the inquiry.

# 3. Patient Journey and User Stories

### Expected patient journey

A prospective patient begins with a topic led search, enters through the homepage or a specialty page, reviews relevant clinical and practical information, uses frequently asked questions and fee content to resolve uncertainty, and then requests a consultation through the contact form. This is an intended process map, not a claim of tracked behavior.

### US 1. Determine fit

As a prospective patient, I want to see which concerns are treated so I can decide whether to make an inquiry. The homepage must expose approved specialty areas and each destination must clearly name its focus.

### US 2. Understand a specialty

As a visitor, I want an understandable explanation of a specialty so I can assess whether it relates to my needs. Each page must use owner approved language and provide a consultation route.

### US 3. Resolve uncertainty

As a prospective patient, I want answers to common questions so I can decide with more confidence. Answers must be findable and must avoid unsupported promises.

### US 4. Maintain orientation

As a search visitor, I want a clear path from specialty information to practical answers and contact so I always understand the next step.

### US 5. Request consultation

As a prospective patient, I want to submit an inquiry so I can ask whether the practice is a fit. Required fields must be clear and a valid submission must provide confirmation.

### US 6. Recover from an error

As a prospective patient, I want guidance when submission fails so I can retry or use another approved contact method. Failure must not appear as success.

### US 7. Maintain the site

As the practice owner, I want to review and maintain the site so it continues to represent the practice accurately after launch.

# 4. Functional Specifications

### FR 1. Homepage content

Display the clinician, intended audience, approved approach, specialty routes, and consultation action.

### FR 2. Specialty content

Provide six focused destinations using approved titles, explanations, and consultation routes.

### FR 3. Navigation

Keep core destinations available across desktop and mobile layouts and prevent broken journey links.

### FR 4. Practical information

Present frequently asked questions, service details, and fee information in context before contact.

### FR 5. Contact form

Identify required fields, validate input, provide success or failure feedback, and deliver valid inquiries to the approved destination.

### FR 6. Search presentation

Use descriptive page titles and summaries that reflect each approved topic and support relevant entry from search.

### FR 7. Responsive presentation

Preserve readable content, navigation, and contact actions across desktop and mobile layouts.

### FR 8. Owner maintenance

Allow the owner to update core text and practice information after launch.

### Acceptance

Acceptance requires complete core routes, approved clinical language, visible consultation actions, understandable contact behavior, and a usable desktop and mobile experience. Formal historical approval details remain to be documented.

# 5. Launch, Results, and Measurement

### Launch summary

The website was redesigned and relaunched in three weeks. The owner received a site that she can manage independently. Future records should retain the review date, feedback, approval, form test, responsive test, and handoff confirmation.

### Reported result

Monthly consultation inquiries were reported to have increased from 2 to 15 after relaunch. This equals 7.5 times the earlier monthly count. The source and exact comparison periods should be added when the owner provides the records.

### Decision record

Condition led searches supported the decision to create six focused specialty pages. The need for reassurance before a sensitive inquiry supported the decision to add fee information, frequently asked questions, and consultation actions throughout the journey.

### Measurement plan

First, document the dates and source behind the inquiry baseline. Second, configure analytics for consultation action clicks, contact page views, form starts, and successful submissions where technically available. Third, collect at least 30 days of baseline data. Fourth, consider one controlled consultation action test only after measurement is stable.

### Verified data entry

**Project hours** ______________________________

**Traffic increase** ______________________________

**Client review and approval** ______________________________

**Analytics snapshot after 30 days** ______________________________

### Document status

This document is ready for the remaining verified values. No traffic increase, project hours, formal approval history, or analytics snapshot has been inferred.