

Business Requirements Document

Document Security	Internal
Business Owner	Ali Al Mehairi
Authority Name	ADGM Academy
Business Unit	Marketing & Communications
Document Version	1.0
Date Created	15/12/2025
Date Required	31/01/2026

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Click here to enter the business owner

Approvals

By signing this document, each individual agrees the accuracy and validity of the high-level business requirements.

Business Stakeholder			
Name	Constanza Fernandez-Reyes Garcia	Date	
Signature			

Version History

List all changes made to the document.

Version	Date	Name	Description of Change
1.0	08/12/2025	Ashar and Nikki	Original Submission

Referenced Documents

List all documents that serve as an input to the Scope Statement Document.

ID	Date Created	Document Name	Versions	Document Location
1.	25/11/2025	Academy Revamp Deck	1.0	SharePoint
2.	-	UI Design	1.0	Figma
3.	25/11/2025	Academy Website URL	1.0	SharePoint

Glossary

List of all defined terms and acronyms used in the system in alphabetical order.

Term / Acronym	Definition
ADGM	Abu Dhabi Global Market
API	Application Programming Interface
BRD	Business Requirements Document
CMS	Content Management System
HTTPS	Hypertext Transfer Protocol Source
PII	Personal Identifiable Information
PDF	Portable Document Format

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Business Section

1. Purpose of the Document

The purpose of this Business Requirements Document (BRD) is to define the features and functionalities of the revamped ADGM Academy website based on the updated Figma designs and agreed scope, including 14 new components, 3 forms (Payment Gateway, LMS and Salesforce Pardot), Super App API, Site Search, and 50 new content pages. Developed collaboratively by ADGM Academy and Technology Services, this document serves as the core alignment between stakeholders and the development team, guiding the project to ensure the final solution reflects the corporate brand, enhances user experience and navigation, and improves overall content structure and accessibility.

2. Assumptions

ID	Description
1.	Stakeholder Availability Stakeholders are available for reviews, demos, and signoffs as per the plan.
2.	Design Completeness Figma shared covers all business requirements from a design perspective.
3.	Data Migration There is no legacy data that is required to be migrated to the new site.

3. Stakeholders

This document is to be read by anyone working on, or affected by, ADGM's (X) project as an aid to understanding the project.

Stakeholder / Business Unit	Name	Relation to Initiative
Business Enablement	Ali Khadem Al Mehairi	Business Sponsor
Communications & Marketing Section	Constanza Fernandez-Reyes Garcia	Business Owner
Communications & Marketing Section	Mohamed Elfiky	Business Owner
Marketing Department	Zoe Lamb	Business stakeholder
Marketing Department	Nada Sisalem	Business stakeholder
Technology Solutions Department	Obaid Al Breiki	Technology stakeholder
Technology Solutions Department	Manish Chitnis	Technology stakeholder

4. Key Success Factors

This project will be considered successful when the following mentioned metrics are fulfilled.

Measure	Description	Metric/Threshold
Updated UI aligned to ADGM brand guidelines	All the components given 14 new components will be aligned with brand guidelines of ADGM	All 14 new components pass QA/Design review based on the ADGM brand checklist.
Revamped IA & Navigation	New 50 pages will be introduced on the Academy Website	50 new pages are successfully launched/published and integrated into the new navigation structure.
Forms	3 New Forms Template will be added on the Academy website (LMS, Salesforce Pardot and Payment Gateway (Cybersource))	All the forms submit the proper values on the respective platforms.
Site Search	Site Search along with the documents can be searched within the search will be added on the Academy website	Users should be able to search for content pages on the website.

5. Risks

This section identifies all the related business Risks.

Risk Description	Impact	Proposed Mitigation
Delays in receiving the content	Dependency bottlenecks may slow progress and impact downstream milestones	Detailed Plan has been shared with the business with proper expectation set on the final target date to receive the content.
Delays in getting the signoffs and approvals	Potential misalignment between stakeholders due to pending approvals	<ul style="list-style-type: none"> → Planned leaves from development team and business team to be factored into the project plan to avoid these delays → Availability of business during the week of ADFW to be factored in the project plan.
Legacy components identified later during development and need replacement	<p>Unexpected rework may increase development effort and extend timelines.</p> <p>Possible need for change requests (CRs) delaying planned releases</p>	The BRD will detail all the pages / templates, and components required as per the Figma designs. If there is any additional requirement after BRD approval, this will be taken up as CR after impact analysis and approval from business stakeholders.
Year-end holidays	Slower turnaround on reviews, content, or approvals	Planned leaves from development team and business team to be factored into the project plan to avoid these delays

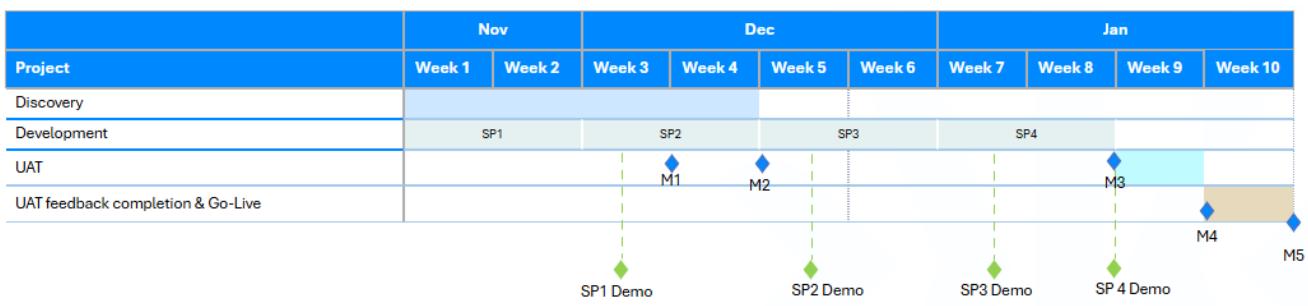
Risk of Not Doing the Project

Risk	Impact	Proposed Mitigation
Design Sync will be missed between ADGM.com and Academy Website	HIGH	Continue with old design as is

6. Timetable

Expected timelines by business for the initiative completion.

Milestone	Deliverable Description	Expected completion Date
Kick-off	Meeting	25 th November 2025
Business Requirements Document	Business Requirements Document to be approved and sign-off	5 th December 2025
Content Finalization and Delivery	Final content for 50 Pages to be received from Client	12 th December 2025
Development Sprint 1	Components Development	28 th November 2025
Development Sprint 2	Components Development	12 th December 2025
Development Sprint 3	Components Development	26 th December 2025
Development Sprint 4	Forms, Super App API and Site Search Development	9 th January 2026
UAT Completion	UAT + Feedback	23 rd January 2026
Go Live	Deployment to Production	30 th January 2026



~~BUSINESS REQUIREMENTS~~

This section will be filled in with the assistance from an IT Business Analyst to further detail the business requirements.

7. Business Requirements

7.1 Business Capabilities and Services

This section shall identify all the Business Capabilities that needs to enable, and the services associated with each of the capability.

No.	Capability Description	Map	Service Description
1	ADGM Brand & Component Alignment	1.1	1. Adoption of ADGM Brand Guidelines and reuse of ADGM Component Library.

			2. Theming and styling adjustments to align Academy layouts with ADGM.com
2	New Component Development	2.1	<p>Development of 14 new Academy-specific components as per approved Figma designs</p> <ol style="list-style-type: none"> 1. Faculty Listing 2. Faculty Detail 3. Score Card 4. Programmes Listing 5. Programmes Detail 6. Publication Listing 7. Publication Detail Page 8. Pricing Card 9. Testimonial 10. Announcement Listing 11. Announcement Detail 12. Events Listing – QA 13. Events Detail 14. Upcoming Business and Finance Programs
3	Forms & Integration	3.1	Forms - LMS Integration (Human Logic) for programme applications and learner onboarding
		3.2	Forms - Salesforce Pardot Integration for lead capture and marketing automation
		3.3	Forms – Enrolment forms - Cybersource Payment Gateway Integration for secure online payments
4	Site Search	4.1	Development of full site search across programmes, events, publications, faculty, and pages
5	Super App API Integrations	5.1	API endpoint for Courses Details (paginated, structured data) - https://prep.adgmacademy.com/api/course-detail?page=1&limit=5
		5.2	API endpoint for News - https://prep.adgmacademy.com/api/news?page=1&limit=5
		5.3	API endpoint for Categories / Schools - https://prep.adgmacademy.com/api/categories
6	CMS Documentation	6.1	Preparation of CMS User Manual for content editors

7.2 Functional Requirements

The functional requirements outline all features, integrations, and capabilities necessary for the successful revamp of the ADGM Academy website. These requirements ensure alignment with ADGM Brand Guidelines, reuse of the existing ADGM component library, and the addition of new Academy-specific functionalities. They define the enhancements needed across user experience, content management, integrations, and technical infrastructure to support the new Academy platform at <https://academy.adgm.com>.

Priority to be set as: (M) Must have, (S) Should have, (G) Good to have.

Function	Description	Priority	Reference
ADGM Brand & Component Alignment	<p>User Story:</p> <p>As a Marcoms user (ADGM & Academy), I want the Academy website to follow the approved ADGM Brand Guidelines and visually align with ADGM.com so that my website users experience a consistent and unified interface across all ADGM websites.</p>	M	1.1

Function	Description	Priority	Reference
	<p>As a Marcoms user (ADGM & Academy), all identified ADGM components such as the Header, Footer, Latest News and Events, Article Card, Icon Card, and other shared components listed down below must be fully compatible and reusable within the ADGM Academy website to maintain design consistency and reduce duplication.</p> <p>Shared Components:</p> <ul style="list-style-type: none"> • Info Cards • Article Carousel • Icon Card • Image Block • Text Image • Overview Grid Block > Article Card • Banner • Social Footer • Overview Grid Block > Icon Card • Text • ADGM Footer • ADGM Header • Speakers • Content Navigation • Info card with placeholder • Button • Message Banner • Message Block • Section > Tab Container > Tab Block • Breakout Card Block • Rich Text • Overview Grid > Location and Office Hours block • Bordered Flex Block > Social Icons 		
Faculty - ADGM Academy Faculty Listing Block	<p>User Story: As a User of the ADGM Academy website, I want to view, search, filter, sort, and paginate faculty members, so that the user can quickly find specific profiles and explore the most relevant details.</p> <p>Acceptance Criteria:</p> <p>1. Search & Filtering Includes a keyword search bar for name, school, or expertise. School dropdown filters faculty by selected school. Expertise dropdown filters by selected expertise. Multiple filters (Name + School + Expertise) must work together.</p> <p>2. Sorting Options</p> <ul style="list-style-type: none"> • Sort By dropdown includes Alphabetical A-Z and Z-A. 	M	2.1

Function	Description	Priority	Reference
	<p>Selecting a sort of option updates the card order immediately.</p> <ul style="list-style-type: none"> Sorting applies on top of existing filters/search terms. <p>3. Pagination</p> <ul style="list-style-type: none"> Faculty results must use pagination controls. Results Per Page dropdown (10, 20, 30) controls how many cards appear on a single page. Page buttons (1, 2, next, previous) navigate correctly. Changing pages must not reset filters or sorting. <p>4. Faculty Cards (Display)</p> <ul style="list-style-type: none"> Each card displays profile image, name & title, short description, and “Read More” link to show profile details. Placeholder image is used when actual profile image is missing. <p>5. Empty State Show a clear “No results found” message when no results match filters.</p> <p>6. State Persistence Filters, sorting, and pagination selections remain active while navigating within the listing.</p> <p>Figma Link: https://www.figma.com/design/afEStaK0c3C8kxSDHZGoMo/ADGM-Academy?node-id=206-7523&t=iEbg1wNv3OdfDqw5-0</p>		
Faculty - ADGM Academy Faculty Detail Block	<p>User Story: As a User, I want to click "Read More" on a content block, So that a modal shows the full details without leaving the current page</p> <p>Acceptance Criteria:</p> <p>1- Opening: Read More" must open a centered modal overlay that displays the full title, image, and text</p> <p>2- Focus: When the modal is open, the main content must be visually dimmed, un-scrollable, and</p>	M	2.1

Function	Description	Priority	Reference
	<p>inaccessible.</p> <p>3- Closing Mechanism: The modal must include a visible close button/icon</p> <p>4- Dismissal: The modal must close when the user clicks the close button, clicks the dimmed background, or presses the Escape key.</p> <p>5- State Restore: Upon closing, the page must revert to its original state (overlay removed, scrolling re-enabled).</p> <p>Figma Link: https://www.figma.com/design/afEStaK0c3C8kxSDHZGoMo/ADGM-Academy?node-id=206-7433&p=f&t=iEbg1wNv3OdfDqw5-0</p>		
Schools/ Digital Learning Platform - Score Card Component	<p>User Story: As a User, I want to quickly view impressive statistics about the ADGM Academy.</p> <p>Acceptance Criteria: 1 - Content Display The block must display statistics in a clear, five-column format (as shown in the image).</p> <p>Each column must contain a Key Metric Value and a Descriptive Label beneath it.</p> <p>The required metric/label pairs are:</p> <ul style="list-style-type: none"> • 4K / Learnings • 200 / Hours Spent • 15K+ / Graduation • 50+ / Faculty • Unlimited / Opportunities <p>The system must be built to support and display more than four total metric units if the content team requires additional statistics in the future.</p> <p>Figma Link: https://www.figma.com/design/afEStaK0c3C8kxSDHZGoMo/ADGM-Academy?node-id=234-24141&t=iEbg1wNv3OdfDqw5-0</p>	M	2.1
Programmes - Programmes Listing Block	<p>User Story: Program Listing Component</p>	M	2.1

Function	Description	Priority	Reference
	<p>As a user, I want to search, filter, and browse the list of training programs, so I can quickly find relevant programs by time (upcoming/past), topic, type, category, or keywords.</p> <p>Acceptance Criteria:</p> <p>1 - Program Status Filter Options The component must provide two selectable filter options:</p> <ul style="list-style-type: none"> ▪ Upcoming Programs ▪ Past Programs <p>The filter must update the program's listing immediately after selection.</p> <p>2 -Default Behavior By default, Upcoming Programs must be selected when the page loads. The list must initially show only upcoming programs based on the current date.</p> <p>3 - Program Classification A program must be considered Upcoming if its start date is today or in the future. A program must be considered Past if its end date has already passed.</p> <p>4 - Filtering Logic Selecting Upcoming Programs must hide all past programs and display only future/active ones. Selecting Past Programs must hide all upcoming programs and show only programs whose end date has passed. The status filter must work together with all other filters (Topic, Type, Search, Category, Date Range, Sorting, Pagination).</p> <p>5 - Clear Button The status dropdown must include a Clear button. Clicking Clear must reset the filter back to the default state (Upcoming Programs) and reload the results accordingly.</p> <p>6 - Search Functionality The search box must match user input against: ProgrammeHeading, ProgrammeType, ProgrammeTopic, and ProgrammeCategory. Search must support partial and case-insensitive matches. Search must work together with all other filters and must update the results immediately when the user submits or clicks on the search icon.</p>		

Function	Description	Priority	Reference
	<p>7 - Dropdown Filters The component must include filters for Program Type, Programme Topic, and Programme Category. Selecting a filter option must update the results instantly without page reload. Each dropdown must include a Clear button to reset only that filter. User must be able to share the specific filter URLs like/pCategory="ABC" etc.</p> <p>8 - Date Range Filtering The user must be able to filter programmes by From Date and To Date. Only programmes that fall within the selected date range should be shown. If the date range is invalid, an appropriate validation message must appear.</p> <p>9 - Sorting Options The component must allow sorting the results by New to Old, Old to New, A-Z, and Z-A. Sorting must apply immediately to the filtered results and must not reset any filters or pagination.</p> <p>10 - Pagination The listing must include page numbers and next/previous navigation. A Results-Per-Page dropdown (e.g., 10, 20, 30) must be provided. Changing pages must load the correct programme set and must respect all active filters and search queries. If any filter or search term changes, pagination must be reset to page 1.</p> <p>11 - Result Count Display A dynamic label like "Showing 1–10 of 45 results" must always reflect the correct filtered dataset. The count must update instantly after any filter, search, sorting, or pagination action.</p> <p>12 - Empty State Handling If no programmes match the selected filters or search term, the system must display: "No programmes found for the selected criteria." All filter controls must remain visible so the user can adjust.</p> <p>Figma Link: https://www.figma.com/design/afEStaK0c3C8kxDHZ</p>		

Function	Description	Priority	Reference
	<p>GoMo/ADGM-Academy?node-id=245-6323&t=iEbg1wNv3OdfDqw5-0</p>		
Programmes - Programmes Detail Page	<p>User Story:</p> <p>As a user, I want to access all key details about curriculum, benefits, success metrics, and reviews on a single page, so that users can make an informed and confident decision to apply or express interest in the program.</p> <p>Acceptance Criteria:</p> <p>1 - Program Overview & Header Heading: Show program title and summary. Description: Concise program description with "Read More" option. Benefits: Display key advantages in an icon-based grid (e.g., CPD Certified).</p> <p>2 - Key Metrics/Stats Bar Format: Display stats in a clear multi-column layout (5 columns).</p> <p>3- Program Benefits There is a section that lists the main benefits of joining the programme. Content: Display a prominent title (e.g., "Learn More About the Programme") and a brief supporting description. Visuals: The block must feature an eye-catching image relevant to the program. Action: Include a single, distinct Call-to-Action button (e.g., "Download Now" or "Find Out More"). Functionality: Clicking the button must trigger the designated action (e.g., download a brochure, navigate to an enrolment form)</p> <p>4- Entry Requirements Website user, see clear, color-coded notifications (Info, Error, Success) on the page, So that user can immediately understand important updates or required actions.</p> <p>Acceptance Criteria Structure: Must display a Title, Message, relevant Icon.</p>	M	2.1

Function	Description	Priority	Reference
	<p>Info/Warning: Uses a neutral/mild color (e.g., light blue) to highlight important details (e.g., "Entry Requirements").</p> <p>Success: Uses a Light blue color scheme and a Checkmark Icon to confirm successful user actions.</p> <p>Error: Uses a Red color scheme and an Error Icon to signal immediate failure or required correction.</p> <p>5 - Learning Modules Interaction: Clicking a module to update the description area. Content: Show list of modules with corresponding descriptions.</p> <p>6 - Contact/Application Form Fields: Include Name, Email, Phone Number. Validation: Client-side validation for required and formatted fields. Confirmation: Show success message upon submission.</p> <p>7 - Program Media/ Banner Section There is a large banner at the top of the page that visually introduces the programme.</p> <p>Quote Display: Display the quote text (e.g., "Lorem ipsum dolor sit a met") prominently, framed by large quote marks.</p> <p>Attribution: The block must clearly show the individual's Profile Picture, Name (e.g., Mansoor Jaffar), and Title/Role (e.g., CEO of ADGM Academy & Research Centre).</p> <p>Content Structure: The main quote must be visually linked to a longer descriptive text or bio alongside it.</p> <p>Repetition/Carousel: If multiple quotes are used (as suggested by the repetition in the screenshot), the component should be structured to support a carousel/slider functionality (as defined previously) or simply as stacked, independent blocks</p> <p>8 - Alumni Testimonials Carousel Block Header: Introductory heading (e.g., "Hear from our ADGM Academy Alumni"). Card: Show Name, Role, Picture, and Quote. Carousel: Enable scrolling between multiple cards via navigation; optional auto-rotate pauses by clicking.</p> <p>9 - Related Programmes (Recommendation Block) Heading: "Programmes You May Be Interested in". Card Content: Clickable cards with Thumbnail, Program Title, and CTA Link.</p>		

Function	Description	Priority	Reference
	<p>Navigation: Clicking a card navigates to that program's page.</p> <p>Figma Link: https://www.figma.com/design/afEStaK0c3C8kxDHZ_GoMo/ADGM-Academy?node-id=397-7428&t=iEbg1wNv3OdfDgw5-0</p>		
Publication/ Knowledge Centre Listing Page	<p>User Story: As a User of the ADGM Academy website, I want to view, search, filter, sort, and paginate the list of publications, So that I can quickly locate specific publications and explore the details that are most relevant to my interests.</p> <p>Acceptance Criteria:</p> <p>1 - Filtering Functionality The component must include a keyword search bar where users can type a name, topic, or type to filter results.</p> <p>Selecting a Type/Topic/Year from the dropdown must filter the publications list to show only publications associated with that Type/Topic/Year.</p> <p>Multiple filters must work together to filter on multiple criteria's at once.</p> <p>All filtering actions must update the visible publication of cards without reloading the entire page.</p> <p>2 -Sorting Options A Sort By dropdown must be available with options such as:</p> <ul style="list-style-type: none"> • Title A–Z • Title Z–A • New to Old • Old to New <p>When the user selects a sorting option, the order of publication cards must be updated immediately.</p> <p>Sorting must be applied on top of any existing filters or search terms.</p> <p>3 – Pagination</p>	M	2.1

Function	Description	Priority	Reference
	<p>Publication results must be displayed using pagination controls.</p> <ul style="list-style-type: none"> • The Results Per Page dropdown (e.g., 12, 24, 36) must determine how many cards appear at once. • Pagination buttons (1, 2, next, previous) must correctly navigate through the dataset. • Changing pages must NOT cause the filter or sorting selections to reset. <p>4- Publication Cards (Result Display)</p> <p>Each Publication card must display:</p> <ul style="list-style-type: none"> • Publication Thumbnail Image • Title • Type in Chip • A “Read More” link navigating to the publication details page. • If an image is missing, a fallback/placeholder provided in the layout setting will be added. <p>5- Empty State</p> <p>If no results match the filters, the component must show a clear message (e.g., “No results found.”).</p> <p>6- State Persistence</p> <p>When the user applies filters, sorts, or changes pages, the selections must remain active while navigating within the listing.</p> <p>Figma Link: https://www.figma.com/design/afEStaK0c3C8kxSDHZ_GoMo/ADGM-Academy?node-id=508-8096&t=aZU5tkfaN1ZlQbMp-0</p>		
Publication Detail Page	<p>User Story: As a User, interested in ADGM Publications, I want to view the full content of a selected publication and see related publication items, So that I can read the complete publication and easily explore more relevant updates.</p> <p>Acceptance Criteria: 1 – Publication Content Display Title: The headline of the publication must be displayed prominently (e.g., “Moratorium Announced by ADGM...”).</p>	M	2.1

Function	Description	Priority	Reference
	<p>Metadata: The publication must display key information: Author/Source (e.g., ADGM Academy) and Publish Date (e.g., 2 June 2021). (Today, 1 day Ago, 2 days Ago, Date)</p> <p>Content Area: Components can be dropped here that need to be shown above the publication body</p> <p>Main Content: The full text of the article, including any required formatting like pull quotes, paragraph breaks, and links, must be rendered clearly with the image being on the right side.</p> <p>Hero Image: A high-quality, relevant image must be displayed in the hero. If none provided default image can be picked from layout setting</p> <p>2 - Navigation and Context Breadcrumbs: A navigation path (Breadcrumb trail) must be present at the top to indicate the user's location (e.g., Home > About > News...).</p> <p>Source Links: All inline links and references (e.g., "view here link") must be functional and lead to the correct external or internal resources.</p> <p>3 - Related Publications (Updated to also handle publications) Heading: A clear section of heading (e.g., "Latest publications") must introduce the block.</p> <p>Filtering/Sorting: A minimal filtering option, like a "View All" link, should be provided to let users see the main news listing page.</p> <p>Card Display: The section must display several related publications as cards, each showing:</p> <p>A Thumbnail Image: (If not on publication, then brought from layout setting)</p> <ul style="list-style-type: none"> • Publish Date • Publication Title (e.g., Abu Dhabi Institutions for...). • A "Read more" link/button. <p>Functionality: Clicking on a related publication card link must navigate the user to that specific Publication Detail Page.</p> <p>Figma Link: https://www.figma.com/design/afEStaK0c3C8kxSDHZ</p>		

Function	Description	Priority	Reference
	<p>GoMo/ADGM-Academy?node-id=520-56890&t=aZU5tkfaN1ZlQbMp-0</p>		
Digital Learning Platform – Pricing Card with button	<p>User Story: As a user, I want to easily compare different learning packages and view their prices and features, so that the user can choose the option that best fits my budget and learning requirements.</p> <p>Acceptance Criteria:</p> <p>1 – Introduction Heading: Display a clear title (e.g., "Learning Packages Tailor to Your Needs").</p> <p>2 - Package Card Structure Format: Display packages in a horizontal grid (3 columns).</p> <p>Card Content: Each card must show:</p> <ul style="list-style-type: none"> • Program/Package Name • Price prominently (e.g., AED 500) • Feature List (e.g., Automatic bookmark, Instant online certification) • Primary Call-to-Action button (e.g., "Get Started") <p>3 - Comparison and Clarity Feature List: Clearly itemized for easy comparison. Pricing: Currency and price must be clear. Call-to-Action: "Get Started" initiates sign-up or navigates to enrollment page.</p> <p>Figma Link: https://www.figma.com/design/afEStaK0c3C8kxSDHZ-GoMo/ADGM-Academy?node-id=543-28430&t=aZU5tkfaN1ZlQbMp-0 </p>	M	2.1
Digital Learning Platform - Testimonial Block	<p>User Story: As a user, I want to automatically cycle through a collection of testimonials from alumni,</p> <p>Acceptance Criteria:</p> <p>1- Content Display The block must have a clear introductory heading: "Hear from our ADGM Academy Alumni."</p> <p>Each testimonial card must display:</p> <ul style="list-style-type: none"> • Alumnus Name (e.g., Mariam Al Hammadi). • User Identifier/Role (e.g., LMS User XYS). • Profile Picture. 	M	2.1

Function	Description	Priority	Reference
	<ul style="list-style-type: none"> Quote Text clearly framed by large quote marks. <p>2 - Carousel Functionality If more than two testimonials are available, the block must function as a carousel/slider. The carousel must support manual navigation for clickable pagination cards.</p> <p>Figma Link: https://www.figma.com/design/afEStaK0c3C8kxSDHZGoMo/ADGM-Academy?node-id=543-28430&t=aZU5tkfaN1ZlQbMp-0</p>		
Announcements Listing Page	<p>User Story: As a User, I want to search, filter, sort, and paginate through news articles, so that I can quickly find relevant news based on topic, type, year, and keywords.</p> <p>Acceptance Criteria:</p> <p>1 - Search Functionality</p> <ul style="list-style-type: none"> The search box must match user input against News Title, News Type, News Topic, and News Year. Search must support partial and case-insensitive matching. Results must be updated immediately when the user submits or clicks on the search icon. Search must work together with all other filters, sorting, and pagination. <p>2 - Filter by Topic</p> <ul style="list-style-type: none"> The Topic dropdown must list all available news topics (e.g., Science, Sports, Entertainment, etc.). Selecting a topic, you must instantly update the results to show only news belonging to that topic. The dropdown must include a Clear option to reset the selected topic. Topic filtering must work together with Type, Year, Search, Sorting, and Pagination. All these filters must be available in the URL for sharing directly. <p>3 - Filter by Type</p> <ul style="list-style-type: none"> The Type dropdown must list all available news types (e.g., Press Release, Announcement, Media Coverage). 	M	2.1

Function	Description	Priority	Reference
	<ul style="list-style-type: none"> Selecting a type must update the listing immediately. The dropdown must include a Clear button. Type filtering must work together with other active filters. <p>4 - Filter by Year</p> <ul style="list-style-type: none"> The Year dropdown must show available publishing years extracted from the news items. Selecting a year must display only news published in that specific year. The dropdown must include a Clear button. Year filtering must work in combination with Topic, Type, Search, Sorting, and Pagination. <p>5 - Combined Filtering Logic</p> <ul style="list-style-type: none"> Users may apply multiple filters at the same time (Topic + Type + Year + Search). The system must return only the news items that satisfy all active filters. Whenever a filter changes, pagination must be reset to page 1. <p>6 - Sorting Options</p> <p>A “Sort By” dropdown must allow sorting by:</p> <ul style="list-style-type: none"> New to Old by Published Date Old to New by Published Date A–Z by Title Z–A by Title <p>Sorting must apply immediately to the current filtered dataset.</p> <p>Sorting must not reset selected filters or search keywords.</p> <p>7 - Results Per Page</p> <ul style="list-style-type: none"> A dropdown must allow the visitor to choose the number of news items displayed per page (CMS manageable). Changing the value must refresh the listing and reset pagination to page 1. Pagination must always reflect the currently selected page size. <p>8- Pagination</p> <ul style="list-style-type: none"> The news listing must support clickable page numbers and next/previous navigation arrows. 		

Function	Description	Priority	Reference
	<ul style="list-style-type: none"> Pagination must work with all active filters, search text, sorting, and page size. Switching pages must load only the relevant news articles for that page. If a user applies new filters, changes search terms, or sorts, pagination must reset to page 1. <p>9 - Results Count Display</p> <ul style="list-style-type: none"> A dynamic label such as “Showing 1–5 of 5 results” must always reflect the correct number of filtered items. The count must update instantly after any filter, sort, search input, or pagination change. <p>10 - Empty State Handling</p> <ul style="list-style-type: none"> If no news items match the search or filters, the system must display: “No news articles found for the selected criteria.” All filters, search boxes, and sorting options must remain visible so the user can adjust them. <p>Figma Link: https://www.figma.com/design/afEStaK0c3C8kxSDHZGoMo/ADGM-Academy?node-id=512-6239&t=aZU5tkfaN1ZlQbMp-0</p>		
Announcements Detail Page - Announcements/Media/News/Moratorium Announced by ADGM Registration	<p>User Story:</p> <p>As a user interested in ADGM Academy, I want to read the full content of a selected article and view related news items, so that I can access the complete announcement and easily explore additional relevant updates.</p> <p>Acceptance Criteria:</p> <p>1 - Article Content Display</p> <ul style="list-style-type: none"> Title: The headline of the article must be displayed prominently (e.g., "Moratorium Announced by ADGM..."). Metadata: The article must display key information: Author/Source (e.g., ADGM Academy) and Publish Date (e.g., 2 June 2021). 	M	2.1

Function	Description	Priority	Reference
	<ul style="list-style-type: none"> Main Content: The full text of the article, including any required formatting like pull quotes, paragraph breaks, images, videos and links, must be rendered clearly. Hero Image: A high-quality, relevant image must be displayed above or alongside the article in text. <p>2 - Navigation and Context</p> <ul style="list-style-type: none"> Breadcrumbs: A navigation path (Breadcrumb trail) must be present at the top to indicate the user's location (e.g., Home > About > News...). Source Links: All inline links and references (e.g., "view here link") must be functional and lead to the correct external or internal resources. <p>3 - Related News/Latest News Block</p> <ul style="list-style-type: none"> Heading: A clear section of heading (e.g., "Latest news") must introduce the block. Filtering/Sorting: A minimal filtering option, like a "View All" link, should be provided to let users see the main news listing page. Card Display: The section must display several related articles as cards, each showing: <ul style="list-style-type: none"> A Thumbnail Image. Published Date. Article Title (e.g., Abu Dhabi Institutions for...). A "Read more" link/button. <p>Functionality: By Clicking a related news card or its "Read more" link you must navigate the user to that specific article's News Detail Page.</p> <p>Figma Link: https://www.figma.com/design/afEStaK0c3C8kxSDHZGoMo/ADGM-Academy?node-id=514-24881&t=aZU5tkfaN1ZlQbMp-0</p>		
Events - Event Listing Page	<p>User Story:</p> <p>As a User of the ADGM Academy website, I want to view filter, sort, and paginate the list of events, So that I can quickly locate specific events and explore the details that are most relevant to my interests.</p>	M	2.1

Function	Description	Priority	Reference
	<p>Acceptance Criteria:</p> <p>1 -Search & Filtering Functionality</p> <ul style="list-style-type: none"> The component must include Type, Upcoming, Topic, To and From Date filters to filter results. Multiple filters must work together (e.g., Type + Upcoming + To date) to refine the list. All filtering actions must update the visible event cards without reloading the entire page. <p>2 -Sorting Options</p> <p>A Sort By dropdown must be available with options such as:</p> <ul style="list-style-type: none"> New to old Old to new Title A-Z Title Z-A Location A-Z Location Z-A <p>When the user selects a sorting option, the order of event cards must be updated immediately.</p> <p>Sorting must be applied on top of any existing filters.</p> <p>3 - Pagination</p> <ul style="list-style-type: none"> Event listing results must be displayed using pagination controls. The Results Per Page dropdown (e.g., 12, 24, 36) must determine how many cards appear at once. Pagination buttons (1, 2, next, previous) must correctly navigate through the dataset. Changing pages must NOT cause the filter or sorting selections to reset. <p>4- Event Cards (Result Display)</p> <p>Each Event card must display:</p> <ul style="list-style-type: none"> Event Title Event Type Event Date (Created using start and end date) Location A “Read More” link navigating to the event details page <p>5- Empty State</p>		

Function	Description	Priority	Reference
	<p>If no results match the filters, the component must show a clear message (e.g., "No results found.").</p> <p>6- State Persistence When the user applies filters, sorts, or changes pages, the selections must remain active while navigating within the listing</p> <p>7- Default Values When a page is loaded, sort by should be Old to new and Upcoming Events selected in filter. When clear, all filters' buttons press events go to this state.</p> <p>Figma Link: https://www.figma.com/design/afEStaK0c3C8kxSDHZ_GoMo/ADGM-Academy?node-id=517-53372&t=aZU5tkfaN1ZlQbMp-0</p>		
Events / Programmes (Detail Page) - Event Detail Page	<p>User Story: As a user interested in ADGM Events, I want to view full event details—start/end date & time, location, agenda, speakers, and registration form if available. so that I can read about the event and easily explore relevant updates.</p> <p>Acceptance Criteria:</p> <p>1 - Event Content Display</p> <ul style="list-style-type: none"> Title: The headline of the article must be displayed prominently on Header Title (e.g., "Moratorium Announced by ADGM..."). Main Content: The full text of the event, including any required formatting like pull quotes, paragraph breaks, and links, must be rendered clearly. Hero Image: A high-quality, relevant image must be displayed in header (Page Image). <p>2 - Navigation and Context</p> <ul style="list-style-type: none"> Breadcrumbs: A navigation path (Breadcrumb trail) must be present at the top to indicate the user's location (e.g., Home > About > Events....). Source Links: All inline links and references (e.g., "view here link") must be functional and lead to the correct external or internal resources. <p>Figma Link: https://www.figma.com/design/afEStaK0c3C8kxSDHZ</p>	M	2.1

Function	Description	Priority	Reference
	<p>https://www.figma.com/design/afEStaK0c3C8kxSDHZ/GoMo/ADGM-Academy?node-id=517-53864&t=aZU5tkfaN1ZlQbMp-0</p> <p>User Story As a website visitor, I want to view the upcoming programmes, So that I can easily explore and navigate to programme detail pages.</p> <p>Acceptance Criteria</p> <p>Title Display</p> <ul style="list-style-type: none"> - A Title property must be available to display a heading above the “Upcoming Programmes” section. <p>Programme Selection</p> <ul style="list-style-type: none"> - A Content Reference property must allow editors to select one or more programme detail pages. - The component must retrieve and render the selected programme items accordingly. <p>View All Programmes Button</p> <ul style="list-style-type: none"> - A button must be placed at the bottom of the section (using the Flex Block). - The button must redirect users to the main Programme Listing page. <p>Figma Link: https://www.figma.com/design/afEStaK0c3C8kxSDHZ/GoMo/ADGM-Academy?node-id=234-32821&t=aZU5tkfaN1ZlQbMp-0</p>	M	2.1
Form - Payment Gateway and LMS	<p>User Story: As an applicant ready to enroll in a program, I want a clear, secure, and multi-step process to submit my personal details, review the total cost (including VAT), and complete the payment, So that I can successfully register for the program.</p> <p>Acceptance Criteria:</p> <p>1 - Step 1: User Information Form (Enrollment)</p> <p>Required Fields: The form must capture and validate all required user information, including:</p> <ul style="list-style-type: none"> • First Name • Last Name • Company • Job Title • Email Address • Phone Number • Country (dropdown) • and Business Sector (dropdown). 	M	3.3 and 3.1

Function	Description	Priority	Reference
	<p>Validation: All fields marked with an asterisk (*) must be mandatory and include appropriate validation (e.g., email format, required selections).</p> <p>Navigation: Successful validation and submission of the form must proceed with the user to the Payment Details screen (Step 2). Additionally, Upon Successful Form Submission – The details should be recorded on the CMS and Human Logic – LMS Platform</p> <p>2 - Step 2: Payment Details Review</p> <p>Display: After form submission, a new screen must display the financial details in a clear table format.</p> <p>Financial Breakdown: The table must explicitly show:</p> <ul style="list-style-type: none"> • Program Amount (Base Cost). • VAT/Tax Percentage and Value (if applicable). • Total Amount Due (Amount + VAT/Tax). <p>Data Integrity: The displayed total amount must be the exact amount sent to the payment gateway.</p> <p>Navigation: A clear button (e.g., "Proceed to Payment") must take the user to the payment gateway (Step 3).</p> <p>3- Step 3: CyberSource Payment Gateway Integration</p> <p>Security: The system must securely pass the required total amount and transaction data to the CyberSource Payment Gateway.</p> <p>User Experience: The payment process must be integrated smoothly, either via a secure redirect or an embedded payment frame, ensuring a safe transaction environment.</p> <p>4- Step 4: Post-Payment Redirection</p> <p>Success Handling: Upon successful payment confirmation from CyberSource, the user must be immediately redirected to a Success Result Page on the ADGM Academy website.</p> <p>Failure Handling: If the payment fails, the user must be redirected to a Failure Result Page that explains the issue and provides clear instructions for retry or support.</p>		

Function	Description	Priority	Reference
	<p>Upon Confirmation from the Payment Gateway – The details should be recorded on the CMS and Human Logic – LMS Platform</p> <p>Figma Link: https://www.figma.com/design/afEStaK0c3C8kxDHZ_GoMo/ADGM-Academy?node-id=246-39332&t=lxwdgtR2apr8mBTT-0</p>		
Forms Submission - LMS / Salesforce Pardot	<p>User Story:</p> <p>As a user submitting a programme application or enquiry form on the ADGM Academy website, I want my submitted details to be automatically sent to the LMS (or Salesforce Pardot) in the required format, So that my learner profile or application is created accurately without manual processing.</p> <p>Acceptance Criteria:</p> <ol style="list-style-type: none"> Form Submission & Data Mapping <ul style="list-style-type: none"> All submitted fields must be mapped exactly to the LMS API requirements. The system must send data in the correct structure (field names, formats, JSON schema, etc.). The LMS must successfully create or update a learner/student record. Validation & Error Handling <ul style="list-style-type: none"> Mandatory fields must be validated before submission (e.g., Name, Email, Phone). All errors must be logged for admin review, including API response status and error messages. Success Handling <ul style="list-style-type: none"> On successful LMS submission, the user must be redirected to the appropriate Thank You / Success page. A confirmation message must be shown indicating the form has been received. Support for Multi-System Submission (Optional) <ul style="list-style-type: none"> When Pardot integration is enabled, the same submitted data must also be sent to Pardot without affecting the LMS submission flow. Security Requirements <ul style="list-style-type: none"> All data must be transmitted over HTTPS. 	M	3.1 and 3.2

Function	Description	Priority	Reference
	<ul style="list-style-type: none"> No LMS credentials or sensitive data should be exposed on the frontend. 		
Site Search	<p>User Story: As a user of the ADGM Academy website, I want a unified site-wide search experience identical to the search functionality on ADGM.com, So that I can quickly find relevant content—such as programmes, events, publications, faculties, and general pages—using a single search interface.</p> <p>Description: The Academy website must replicate the ADGM.com search behavior, including:</p> <ul style="list-style-type: none"> A global search bar accessible from the header. Keyword-based search return results from all indexed content types. Categorized results (e.g., Programmes, Events, Publications, Pages, Faculty) like ADGM.com's grouped display. Fast, accurate, relevance-based ranking of results. Search should also work on the Documents. <i>Note: This feature will be dependent on Optimizely to complete the development.</i> A results page that mirrors the ADGM.com search results layout and interaction patterns. <p>This ensures a consistent and familiar user experience across both websites while enabling efficient access to Academy-specific information.</p> <p>Reference Link: https://www.adgm.com/search</p>	M	4.1
Super App API	<p>User Story: As a System Administrator developing the Super App API,</p> <p>So that the Super App can reliably sync up-to-date content for the learner's experience, while allowing me to track operational success and failures.</p> <p>Acceptance Criteria:</p> <p>1 - Data Retrieval Efficiency (Pagination) Pagination Mandatory: All primary data endpoints must enforce pagination for efficient data handling.</p> <p>2 - Parameter Support: The API must accept and process the following query parameters:</p> <ol style="list-style-type: none"> Page: Specifies the requested data page number. 	M	5.1, 5.2 and 5.3

Function	Description	Priority	Reference
	<p>2) Limit: Specifies the maximum number of records returned per page.</p> <p>3) Response Structure: The API response must include all necessary pagination metadata (e.g., total pages, current page, total items).</p> <p>3 - API Endpoints & Data Model</p> <p>3.1 Courses Endpoint</p> <p>Functionality: This endpoint must expose the comprehensive details required for Academy Courses.</p> <p>https://prep.adgmacademy.com/api/course-detail?page=1&limit=5</p> <p>3.2 News Endpoint</p> <p>Functionality: This endpoint must expose Academy News items.</p> <p>https://prep.adgmacademy.com/api/news?page=1&limit=5</p> <p>3.3 Category/Sub-Category Endpoint</p> <p>Functionality: This endpoint must expose Course Categories.</p> <p>https://prep.adgmacademy.com/api/categories</p>		
CMS User Guide / Content Manual	<p>User Story: As a Content Author or Academy Web Admin, I want a clear and comprehensive CMS User Guide, So that I can easily create, edit, and publish pages and components on the ADGM Academy website without technical support.</p> <p>Acceptance Criteria:</p> <ul style="list-style-type: none"> The guide explains how to use all ADGM and Academy-specific components with simple steps and screenshots. It provides instructions for creating and publishing pages using the predefined templates. It documents how to manage media (images, PDFs) with required sizes and formats. It includes steps to configure LMS, Pardot, and Payment forms. It outlines how to update navigation menus and maintain brand consistency. It provides troubleshooting tips and best practices for clean, compliant content management. 	M	6.1

Business Process (As-IS & To-Be)

The current website has outdated components and design structures that do not fully align with the latest corporate brand guidelines.

With the upcoming Revamp - A redesigned website using new standardized components that align fully with corporate branding. A seamless and intuitive user journey supported by improved navigation and enhanced UI/UX patterns.

Business Rules

The ADGM Academy website will be fully revamped to include all 14 new static components, existing components, two new forms components, site search functionality, Super App API integration, and 50 newly developed content pages.

Internal/External System

Please mention whether this solution will be client facing, used by 3rd parties or will be used internally only.

1. ADGM employees (List down authorities & departments as applicable.)
2. Used by 3rd parties i.e. anyone browsing ADGM.com; and,
3. ADGM Customers

7.3 Non-Functional Requirements

This section shall identify all the non-functional components that are in scope.

Component	Description	Assumptions
Browser Support	The site must be fully responsive and functional on major web browsers including Chrome, Firefox, Safari and Microsoft Edge and devices, mobiles & tablets.	Users will access the site using the latest versions of supported browsers and devices.
Logs	The system must log all the activities, errors, and data import events. Logs must be stored securely and retained forever for further reference.	Logging configuration and access permissions will be finalized during development.

7.4 Technology Requirements

Data Retention and Archival

As is per the implementation done on Optimizely platform.

Integration

Mention any integration requirements with any external or internal systems

System	Internal/External	Description/Purpose

7.5 Information Security Requirements

Identity And Access Management

Accessibility Requirements:

User Category	Type	Description	Quantity
Admin	Super Admin	The system shall allow the Super Admin to manage all content and configure access rights for other CMS User roles. This includes creating, updating, and removing content, as well as assigning, modifying, or revoking permissions for various CMS User groups as required.	N/A
Academy Admin	Academy Admin	Academy Admin can change all the content of the Academy Website, update the configurations and layouts as needed.	N/A
Content Authors	Content Authors	Content Authors can change the content via CMS if required.	N/A

Secure Communication & Encryption Requirements

- Are there any specific requirements such as secure communication/ data encryption between the systems (current existing systems & new system)? Yes No.

All data transmission must be over HTTPS. The application must be protected against common web vulnerabilities.

Data Privacy Requirements

Data Classification

*Use this space for describing the type of data processed by the system.
For e.g., PII, financial record, Customer information related record, etc.*

- What are the classification levels as per the ADGM data classification?
 Sensitive, Confidential, Internal, Public.
- Is there any personal identifiable information (PII) processed/ stored/ retained/ transmitted over the system? Yes No.
- Is the data processed/ stored/ retained/ transmitted in more than one country (outside UAE)? Yes No.
- If more than one country please, List the countries the data will be processed/ stored/ retained/ transmitted.

Use this space to list the countries where the data will be processed/ stored/ retained/ transmitted

8. Training

Describe the business training requirements based upon functional roles.

Training Name	Targeted Functional Role(s)	Description/Purpose
User Training – Demo 1	Content Authors / Academy Admins	Date: 3rd December 2025 (Completed) Sprint 1 Demo – Overview of SP1 components, how to build/update content in CMS, and how to test the components.
User Training – Demo 2	Content Authors / Academy Admins	Date: TBD (Week 3 Dec) Sprint 2 Demo – Walkthrough of additional components, listing pages, and content population flow.
User Training – Demo 3	Content Authors / Academy Admins	Date: TBD (Week 1 Jan) Sprint 3 Demo – Training on detail pages, advanced component configurations, and layout management.
User Training – Demo 4	Content Authors / Academy Admins	Date: TBD (Week 2 Jan) Sprint 4 Demo – Forms (LMS, Pardot, Payment Gateway), Site Search, and Super App API overview.