



Website Profiler: The Devil is in the Details

There are many things that can go unnoticed when creating or updating a website, software application, or any other technical project. The purpose of this document is to unearth the requirements to assist in planning the project in a more effective and efficient manner as well as to create an open communication channel between stakeholders and developers.

- A. Company Information
 - 1. Company Name
 - 2. Website URL
 - 3. Primary Business Objectives

- B. Personnel Information. Provide the following information for all individuals that are participating in this project. Be sure to include managerial decision-makers, stakeholders, administrators, and technical specialists.
 - 1. Name
 - 2. Email Address
 - 3. Individual's Project Function

- C. Project Information
 - 1. Project Name
 - 2. Mission Statement. The purpose of the project is to...
 - 3. Project Description
 - 4. Business Requirements. Provide a brief description of which business requirements this project fulfills.
 - 5. Budget
 - a. What is the established budget for this project?
 - b. Is the project to be completed in phases in order to match budget? If so, please explain.
 - 6. Project Timelines and Schedule
 - a. What is the deadline for selecting a vendor or developer?
 - b. What is the estimated or expected launch date?
 - c. Are there any factors that may impact or are directly related to this project? If so, please explain.
 - d. Are there any time or calendar constraints or requirements? If so, please explain.
 - 7. Project Background. Please describe work performed to date. Include previous versions, personnel, etc.
 - 8. Project Success. Are there any means for measuring project success or failure? If so, please explain.

- D. Maintenance and Long Term Goals
 - 1. Who will provide maintenance of the website (e.g., in-house or consultant)?
 - 2. Identify the expected "life" of website.

- E. Technical Requirements. Please identify any technical limitations or concerns.
 - 1. Website
 - a. Operating System (e.g., Windows, Unix, Linux)
 - b. Programming Languages (e.g., ASP, PHP, .NET, etc.)
 - c. Database Management Systems (e.g., Oracle, MS SQL Server, MySQL, Access)

2. Security
 - a. Virtual. Is there any information that may reside on this machine that needs protection (e.g., personal or corporate-sensitive information)?
 - b. Physical. Are there any reasons to physically separate the hosting machine?
 3. Hosting
 - a. If you currently have a website, who is your current host?
 - b. Have you identified a host for the revised system?
 - c. Is email to be hosted by the same provider?
- F. Industry and Competitive Analysis
1. Current Trends. Identify any current trends in your industry.
 2. Future Trends. Can you identify and future trends of your industry?
 3. Competitive Advantage. How do you see yourself defining a competitive advantage within your industry?
 4. Competition. Please provide the following information for those that you deem to be your competitors.
 - a. Company Name
 - b. Website URL
 - c. Description
 - d. Likes
 - e. Dislikes
 - f. Corporate Differences
 5. What we like. Please identify three sites that you like and discuss what it is that you like and how it may relate to your project.
 - a. Company Name
 - b. Website URL
 - c. Description
 - d. Likes
 - e. Dislikes
- G. Is there any other information that you feel is pertinent to this effort?

Questionnaire

1. How would you define this project? (check all that apply)

- Marketing communications site (company/product info, etc.)
- Online venture
- Web-based game or entertainment site
- Community site
- Web-based application (tool or utility)
- Portal
- Content-based publishing site
- Sales/e-commerce site
- Redesign of current site
- Adding features to current site
- Other (please explain)

2. What are the basic goals of this project? (check all that apply)

- Create a new marketing presence on the Internet
- Develop a strong online brand (or division or product)
- Reposition an existing marketing presence on the Internet
- Internationalize a site or portion of a site
- Develop one-to-one marketing initiatives and relationships
- Provide extensive customer sales or support functions
- Provide detailed product or catalog-based information
- Establish personal contact with visitors and elicit feedback
- Develop or improve online experience or online consumer purchase experience
- Build a community for a particular affinity group (such as specific types of customers or strategic partners)
- Establish and maintain a technological edge over your competitors
- Other (please describe)

3. What is the purpose of the website? (rank the following)

1: must have 2: would like, but not critical for phase one 3: possibly 4: don't want

Creating a web strategy that fits with our corporate strategy	1	2	3	4
Creating a web strategy that fits with our marketing strategy	1	2	3	4
Repackaging existing content	1	2	3	4
Creating a community of dedicated visitors	1	2	3	4
Receiving quality execution (graphics, writing, navigation, etc.)	1	2	3	4
Minimizing time to market	1	2	3	4
Developing ease of maintenance	1	2	3	4
Doing better than our competition on the web	1	2	3	4
Encouraging users to bookmark the site and return regularly	1	2	3	4
Sending the message that we know the web and use it appropriately	1	2	3	4

4. What are your revenue or cost-savings goals and objectives for this project: (check all that apply)

- Develop advertising-based revenue
- Develop merchant or customer listing revenue
- Develop direct sales revenue for: company group, division, product, etc.
- Develop subscription or other ancillary, transaction-based revenue
- Reduce traditional sales or support costs
- Increase the productivity of internal operations (for group/division)
- Other (please describe)

5. Please identify the functions that may be included in the website (check all that apply)

- Automatic customer notification or communication
- Catalog
- Database-driven webpages
- Downloadable items (e.g., Adobe PDFs, MP3s, etc.)
- Dynamic webpages (i.e., pages that change depending on new information such as news, orders, etc.)
- E-Commerce
- Flash Animation
- FTP
- Multiple Languages
- Newsletters
- Secure Site
- User-interactive webpages (e.g., customer registration, resume submission, contact us, etc.)
- Video/Audio

6. What qualities in a web vendor are the most important to you for this project? (rank in order of importance)

- Company Size
- Geographic Location
- Clientele List
- Project Cost
- Quality of Product
- Reputation
- Other (please describe)

7. What are the top ten "keywords" you feel best describe your online presence and/or agenda?

- | | |
|----------|-----------|
| 1. _____ | 6. _____ |
| 2. _____ | 7. _____ |
| 3. _____ | 8. _____ |
| 4. _____ | 9. _____ |
| 5. _____ | 10. _____ |