

<...>

The purpose of the website re-launch is to achieve [increased market share/share of wallet] by creating an environment that will reward the most loyal - and valuable - customers with a satisfying and engaging experience. This will be accomplished in multiple ways.

First and foremost is to create an experience that is consistent with the brand identity <...> and yet to do so in a manner and in an environment that makes the brand more approachable, encouraging engagement and involvement between the brand and its customers. Websites by their very nature are highly accessible, and so have the potential to support approachability as both a brand attribute and a corporate practice. It is this somewhat unique capability that also drives the objective of using the website to build relationships, by fostering dialogue and two-way communication between customers and brand.

The website also provides an opportunity to educate consumers about the depth and diversity of the product lines; knowledge that consumer research shows is lacking even amongst the faithful, and which is always seen as a positive attribute.

Opportunities to cross-promote between <...> lines, and even programs can be invaluable to deepening the knowledge of, and hence involvement with, the brand.

Given the steadily growing use of the Internet, especially by the [-----] target markets, it also has the potential to foster synergy between the various marketing programs. The site can promote signups to the [loyalty] program, which in turn can drive members back to the site. Event marketing can also be featured, providing not only fresh content of interest to site visitors, but also valuable awareness building to consumers in the communities where events will be staged. In times of tightening budgets, generating this sort of cross-promotional synergy is especially valuable for maximizing the impact of all programs.

Over time, the site should provide even more. A [retailer] locator, allowing customers to find a nearby store <...> has repeatedly been identified by customers as a highly desirable feature; and one which would not only increase consumer touchpoints online, but presumably directly influence sales at retail.

<....>

Longer term, customers should be able to register, so that the site can present them with a personalized experience consisting of preferred interest content. For example

<...>

### **Site Requirements in order to meet those objectives**

Meeting those objectives places certain demands on the project. The site must support a strong visual style and a graphics rich environment, so that the brand [and products] can be well represented <...>.

Rather than building a series of hard-coded, static web pages, content must be handled dynamically by the system, both to support quantity, diversity and freshness of content on the site – and to lay the foundation for more extensive personalization down the road. And the content types, while relatively limited in the initial re-launch,

could become extensively diverse over time, including animations, streaming media, support for access via wireless and/or handheld devices, and so on.

Content must also be amenable to management via pre-determined business rules. This is as important to the efficient management of online promotions as it is critical to the timely, or context-appropriate, cross-selling of seasonal or related [merchandise]. In order to handle the quantity and diversity of content that is envisioned, and to do so in a way that is both cost-effective and responsive to marketing needs, a well-integrated content management system is needed. Ideally such a content management system would also support workflow automation, supporting and facilitating the development of future content while safeguarding the security of the live site.

Throughout, an important underlying principle is to build a foundation that will be capable of supporting significant evolutionary growth over time.

In order to manage the envisioned content and support the desired functionality - all in turn in support of meeting the overarching communications objectives - a list of functional requirements was developed.

### **Primary Considerations**

- **Database Driven**  
For dynamic delivery of page content, providing an up-to-date, and eventually personalized, customer experience. <...>
- **Integrated Content Management**  
For efficient handling of a large quantity of assets. Also supports and facilitates content development and integration.
- **Business Rules-Based Delivery of Content**  
This functionality allows the automated management of the process of, for example, cross-selling [product-1A] in the fall, but [product-1B] in the spring, to viewers of the [product-1] page.
- **Roles-based security**  
This allows us to provide direct access to a variety of partners, both internal to [-----] and external agencies, while safeguarding critical assets and content.
- **Personalization**  
Essential to providing more deeply engaging and involving experiences, such as key pages in a native language, or <...> geographically appropriate events <...>
- **Extensibility**  
Critical to the "shelf-life" of the investment being made, extensibility supports <...> future functionality and integration of the website with other [-----] systems <...>
- <...>

### **Some Additional Considerations**

- **Price**  
Up front purchase/investment costs in software and/or hardware, as well as long-term support costs, must be considered. <.....>

- **Long-term viability of the software vendor.**  
In today's volatile technology market many exciting products have become orphaned as their creator companies have gone out of business <.....>
- **Impact on time to market (long-term)**  
"Out of the box" functionality that meets our needs, vs. custom development of proprietary functional modules, will help bring the site to market more quickly.
- **Ease of development**  
More complex systems and environments require the use of more specialized, less available, and more expensive teams.
- <...>
- **Support for diverse types of content such as Flash, streaming video, pdf, etc.**  
In addition to scaling in size, websites should also be able to scale in terms of depth and diversity of content.
- **Indexing of many file types including HTML, XML, PDF, etc.**  
Similar to the previous scaling issues, this relates to the ability of the selected system to keep pace with evolutionary developments over time.
- **Support for a variety of browsing devices (e.g. PDA , wireless)**  
Use of the Internet is rapidly expanding beyond the "traditional" web browser on a PC – especially in your primary <...> markets. <...>
- **Support for industry standard technologies, including <...>**  
Similar to the above-stated issues of extensibility and scalability, a system with broad support for vendor independent technologies provides more options. <...>
- **Technical resources required for ongoing site management, i.e. <...>**  
This is related to the price issue above, as "high maintenance" systems can be expensive over time.
- <...>

In the next section we will examine how the [proposed Brand] system measures up to these requirements. <...>