DIGITAL EXPERIENCE REQUIREMENTS

PROJECT:		DATE:	
CLIENT:		CODE:	

WHAT ARE THE MANDATORIES FOR THE DIGITAL EXPERIENCE?

EXPERIENCE REQUIREMENTS

1. Is there an existing digital ecosystem that the digital experience should be integrated into? (If so, where, internal and external?) Is there an existing site map or ecosystem map?

2. Is there existing customer insight (primary research such as usability, surveys, focus groups) or user behavioral data? What are the user technographics?

3. What role can social play in the experience we are creating? What existing social programs and tools exist to be leveraged or improved upon? What new social opportunities and partners are known? What constraints exist?

4. What role can mobile play in the experience we are creating? How does the experience need to consider mobile, tablet, and/or embedded components? What constraints exist?

5. What are the required features and functionality that should be built into the experience? What are the major existing capabilities, assets, features, functionality, and templates that we should leverage?

6. What are the high-value tasks and how are these expected to change user behavior? What are the major conversion funnels or points?

7. What are the key performance indicators?

CONTENT REQUIREMENTS

1. What are the content needs of the project?

2. What existing content should we leverage? Do we need to do a content audit?

3. What do we need to create?

4. What should we discontinue using?

TECHNOLOGY REQUIREMENTS

1. What are the required and/or available platforms, legacy systems (content management systems, APIs, databases, partner technologies) that we need to account for?

2. What are the user technology requirements or constraints (resolution, browser, operating systems, and mobile platforms)?

3. What are the performance requirements (uptime, response time, etc)?

4. What level of SEO standards need to be addressed?

5. What level of accessibility standards need to be addressed?

WHO OWNS THIS BRIEF?