

2. LevelSet

A high-level decision-making tool

The purpose of the LevelSet is to help our clients make smart decisions about a website implementation that — more often than not — is driven by budget constraints yet must provide the best ‘bang for the buck.’ Taking the comprehensive “shopping list” that results from the Survey phase, Forepoint arranges the list into **LevelSets** that relate to each task’s relative functionality and complexity of technical implementation:

- **LevelSet Zero** is the "base" level of functionality — equivalent to a typical simple website. It includes the homepage and other related static pages, such as press releases, company information, history, etc.
- **LevelSet One** will typically include the functionality of a simple "flat-file" web-accessible database for a dealer locator, or include forms that allow user feedback, capabilities that are typically implemented using standardized or 'off-the-shelf' web enhancement tools.

- **LevelSet Two (and higher levels)** will contain functionality that will typically require customized software development, e.g., a database-driven navigation and publishing system for a complex product catalog, a shopping cart application, or secure electronic transactions.

Normally, a web site will have a maximum of three or four LevelSets, with the “highest” level having the most complex, secure, and customized web-based applications. The LevelSet document — like [the sample included here](#) — also indicates the types of technology we plan to use for the implementation of each LevelSet (e.g., HTML, Java, ActiveX, QuickTime VR, etc.) and approximate budget ranges. The LevelSet document is published both as a website and as a (printable) Acrobat™ (.pdf) file.

Typically, the client explores more than one budget range and/or LevelSet scenario, picking elements and functionality from one or more of the 'higher' LevelSets as budget, timeframe and other factors dictate.

TEAM

Forepoint's design and technology principals

Coordination (usually by 'phone) with web project manager or webmaster

TASKS

- Arrange “shopping list” into LevelSet hierarchy
- Publish LevelSet document in both online and printable formats

COSTS

Typically \$800 to \$2,400, depending on complexity of project and options desired (including interactive calculation capability).

RESULTS

LevelSet document in both online (web) version and printable (Acrobat) versions. Optional interactive calculations available for online version.

1 ? help

2 title page

3 introduction

4 1 survey

5 2 levelset

6 3 timeframe

7 4 design domain™

8 5 implement

9 6 launch + pr

10 7 maintain

11 8 refresh

summary

2. LevelSet: Sample

ACME WebWidget Company

Level 0 (base) functionality \$12k – \$18k

Technology: HTML, GIF/JPEG graphics, animated GIF graphics, Acrobat PDF, CGI forms processing (e-mail)


- link from existing WorldWidget site
- WEBWIDGET homepage, with identity/mission
- Sub-pages, with editorial as supplied by WorldWidget:
 - Who We Are
 - why webwidgets?
 - WebWidget executive biographies
 - e-mail, phone and fax contact
 - Special offers (monthly closeouts)
 - request form for mail-order catalog

Level 1 (enhanced) functionality \$30k – \$50k

Technology: HTML, web database system, CGI-updated web pages, JavaScript (form elements), Client-side imagemaps

- WebWidget full-line catalogs online as a database-driven system
 - allow searching and subset browsing of WebWidget part numbers
 - allow search of parts availability by region and distributor
 - online availability updates for WebWidget QuikShip:
 - view availability of selected WebWidgets (weekly postings)
 - direct link to local sales office
- Dealer locator by state, city
 - result of search includes map of area, with link to mapping site

2. LevelSet: Sample



Level 1 (enhanced) functionality (cont'd)

Technology: HTML, web database system, CGI-updated web pages, JavaScript (form elements), Client-side imagemaps, ActiveX controls

- WebWidget AutoProfiler™
 - enter widget material, diameter, tolerance
 - enter application (automotive, gardening, etc.)
 - receive detailed widget profile, with CAD drawing available for download
 - print widget specification and applicable certification information

Level 2 (advanced) functionality \$60k +

Technology: HTML, web relational database (Oracle), EDI-Web package, Java, Quicktime, ShockWave, etc.

- online WebWidget transaction processing
 - secure purchase order transactions
 - distributor account log-in to retrieve orders
- full EDI capability
 - secure EDI transactions
 - track order status from WebWidget's Inventory system (VMS)
- interactive personalized WidgetWeb Pages:
 - allow customer to build a page layout of chosen WebWidget price indexes
 - user can change web page profile at any time
- World of WebWidget: monthly newsletter
- Sounds of WebWidget: multimedia database
 - listen to live online audio and video of WebWidget executives
 - downloadable QuickTime™ WebWidget training packages