

1. Survey

“A very good place to start”

The first phase — and one of the most critical to the success and cost-effectiveness of your website project — is the Survey phase.

After an initial conversation or meeting to establish the initial scope of your website needs, we work with you to coordinate an information-gathering effort that results in a comprehensive “shopping list” of your group’s desired site elements and functionality. This effort usually takes the form of a meeting with your core business group, a meeting in which we introduce many of the fundamental principals of Internet-based information systems, and we encourage you and your team to contribute ideas and to “brainstorm.”

More than a “homepage”

This first meeting also brings your team members up-to-speed on the capabilities of Internet technology, capabilities that move far beyond the common perception of the World Wide Web as a chaotic collection of “homepages.” When the emphasis is on business functionality, your website can be so much more than merely a color brochure — and this first survey meeting is intended to open up you and your team to the possibilities that exist — both with established and leading-edge development tools.

With follow-up steps such as focus groups, survey forms and conference calls, we then move into Phase Two to synthesize your “shopping list” into a LevelSet Document.

TEAM

Representatives of all the needs and functionality that you and your group plans for the website.

TASKS

- One-day survey meeting
- Audience Focus Groups
- Survey Input Forms
- Questionnaires/Con-Calls

COSTS

Meeting: \$ 800 per day for each Forepoint staff member. **Other services:** \$125.00 per hour plus out-of-pocket expenses.

RESULTS

Report (with questionnaire results) and a comprehensive “**shopping list**” used in Phase 2 to create a **LevelSet** of site elements and functionality.

? help

title page

introduction

1 survey

2 levelset

3 timeframe

4 design domain™

5 implement

6 launch + pr

7 maintain

8 refresh

summary

1. Survey: Team

Forepoint strongly suggests that from the very first that Corporate appoints a Core Web Team representing some or all of the following key areas (where applicable):

- Administration
- Sales
- Marketing
- Customer Service
- Engineering
- Manufacturing/Services
- Information Systems
- Public Relations

... plus representatives that can speak for your

- Distribution and sales channels
- Clients/Customers

The members should represent all the needs and functionality of the website as they relate to each department and/or product group. Within this core team, representatives should have an intimate knowledge of existing products, markets, systems, territories, current information infrastructure, corporate goals, etc. Knowledge of websites and/or computers is not a requirement... just a bonus.

We further suggest that a “webmaster” — or website project manager — be appointed immediately to manage and coordinate all Web activity.

Hints/Accelerators:

- A webmaster with broad corporate experience and with good communication skills.
- A corporate-knowledgeable core team
- Using Forepoint standard input and survey forms
- Conference calls between smaller groups

1. Survey: Tasks

A one day Survey meeting with some or all these possible agenda items:

- What is the Web?
- Sample websites that *fit*.
- Existing Products, Distribution Channels, Sales and Marketing
- Web Site elements, contents, functionality requirements.
- *Lunch*
- Existing infrastructures.
 - Sales and Technical information processes, procedures.
 - Existing databases, Updating procedures.
 - Software and platforms supported.
- Web Site audiences, needs, wants and requirements.
- Security issues.
- Website goals, positioning, purpose.
- Your Competition on the Web?
- What are the corporate goals, your competitive position?
- Updating requirements.

Accelerator: Use the Conference Room in the Science and Technology Building at our headquarters in Syracuse. Seats 25-30. Large screen video with T3 connection to the Internet. Auto-copy white board.

External Audience Focus Groups, questionnaires and input forms

2-3 hour focus groups can be invaluable. Conducted in multiple geographic/demographic locations, these are fully scripted and recorded. The results are then compiled and summarized. Your agency or ours. Forepoint assists in scripting and remote access to Web. Questionnaires and survey input forms may work for smaller sites/product mixes. The forms can be sent to Staff, Representative, Clients etc. with optional telemarketing support. If the website/product/service mix is large but not complex, a combination of pre-scheduled conference calls (and optional teleconferencing) may easily work.

Accelerator: Use of Forepoint Standard scripts, input forms; use Forepoint to "MC" the conference calls.

1. Survey: Costs

Survey Forms:

Typical customized questionnaire: \$ 500.00 for one original. Available as a printed original, Acrobat (.pdf) file or web-page.

Meetings/Focus Groups:

\$ 800 per diem for each Forepoint staff member, plus out-of-pocket expenses. Normally, two Forepoint staff members attend these meetings.

Use of Science and Technology conference room.

No charge presently. Catering is available, charged according to needs.

Focus Groups

Agency, honorarium, agency fees and focus room: Fixed fee is negotiated.

Conference Calls, Teleconferencing, and Other Professional Services:

\$125.00 per hour, plus out-of-pocket expenses.

Reports:

Detailed compilation with summary report: not to exceed US \$1,000

1. Survey: Results

1. A **preliminary estimate** is prepared with corresponding suggested dates, schedules and ball park budget.
2. A **comprehensive report** that summarizes the information-gathering sessions, with a summary of:
 - captured needs of all departments and/or groups
 - an evaluation of the stated goals as they relate to the website