

WEBSITE DEVELOPMENT PROJECT PROFILE

Prepared by Bartlett Interactive

Answers to the following questions will provide a foundation for understanding the requirements and ways to enhance the value of the project.

[OBJECTIVES](#)

[FUNCTIONALITY](#)

[TECHNICAL SPECIFICATIONS](#)

[MAINTENANCE](#)

[APPROVAL PROCESS](#)

OBJECTIVES

What is the goal for this project?

What outcome will make this project a success?

What are some of the obstacles/challenges that could hinder the success of this project?

Is there a long-term plan for developing the site?

What other websites have similar functionality?

[top](#)

FUNCTIONALITY

Describe the functionality and architecture – if possible provide a sitemap, wire frame and use cases of how the system will work.

What optional features are being considered?

Where will the data be coming from?

Do other databases exist and how will they interact with the new web component?

How many users will be using the site at one time?

How sensitive is the information being stored? Is encryption required?

Approximately how many records will need to be stored in the database?

How often will the site be revised? What sections?

Does the site need to integrate, either functionally or creatively, with any other sites?

[top](#)

TECHNICAL SPECIFICATIONS

What type of technologies will be used and what platforms e.g. Windows, LAMP etc.

Where will the site be hosted?

What type of database will be used?

Will the site need to access or integrate with other data sources? Will data need to be exported/imported from other data sources?

What browsers will the site need to work with i.e. Internet Explorer 6, Firefox 2, Chrome, etc.

[top](#)

MAINTENANCE

Who will maintain the site after it is launched? Who will monitor access or administer users?

Will there be a content management system needed to maintain the site?

[top](#)

APPROVAL PROCESS

Who will be managing the project on the client side?

Who is responsible for approving work? Will there be more than one group who will approve work?

Is there a hard deadline for this project? Are there other events/initiatives that will influence the schedule [e.g. marketing campaigns, industry events, etc.]?

[top](#)