**Visitor features**

What should the visitors be able to do on this website?

1. They should be able to browse for information
2. They should be able to read the blog and give comments
3. They should be able to listen to video blogs and give comments
4. They should be able to view and purchase products in the store
5. They should be able to sign-up and pay for membership
6. They should be able to share their purchases and membership on social media
7. They should be able to read about the company
8. They should be able to contact us
9. They should be able to chat with me when I am online

What kind of user interactions will the site have?

1. Browsing through the site
2. Look at products/videos/articles/blogs
3. Purchase products
4. Purchase membership
5. Provide feedback/ask questions
6. Download free and paid resources

**Administration features**

How will the website content be updated?

I would like to be able to add content myself - content being primarily word documents, excel spreadsheets, powerpoint templates, videos, blogs etc.

Will there be any particular process for adding and modifying content?

I will be the only person able to add and modify content and this will be done on a daily basis.

Will you need to manage an online community associated with the website? In that case you might need a community manager, moderator etc. - Yes

**Future site upgrades**

Is it important that future developments to the site can be done by most development shops/consultants? If so state a requirement to use a commonly known [CMS](http://en.wikipedia.org/wiki/Content_management_system).

Yes

Do we need technical documentation on how the site is built? If there is a lot of advanced customization this might be a good idea.

Yes

**Site structure and content**

Create a hierarchical view of the pages that will be part of the site. This can simply be a document with level headings going from heading 1 to 4.

Level 1 About Us

Level 1 Contact Us

Level 1 Free Stuff

Level 1 Membership Area

Level 1 Latest News

Level 1 Shop

I am currently designing the content and the structure of the membership model and products for the store. This will be provided shortly.

**Logging and audit trail**

Is it important to log things like who did what when with site content?

No not really

**Visitor tracking and reporting**

You probably need to visitor statistics. Is [Google Analytics](http://www.google.com/analytics/) fine?

Yes it is

**Search Engine Optimization (SEO)**

How high are our ambitions when it comes to being found on and ranked high on search engines?

I want to be very easily found – ideally top of all call centre related searches.

**Accessibility**

Where should the site be available? What kind of devices? Old devices/browsers?

I want the site to be available across all popular operating systems and devices such as iPhone, iPad, Android etc

**Style**

What kind of look, mood, style do we want?

Professional, colorful, innovative

How do want to be perceived? Our values and mission has to fit the style.

I want the site to be perceived as the hub for all call centre information that a call centre manager could want. State of the art well designed documents, cutting edge information, super slick to navigate, high focus on user experience.

What level of design excellence should we strive for? Is it important that the readers find the site really good looking and appealing?

DEFINITELY!

**Security**

Do we need special considerations when it comes to security and permission control? Will different people need different access to some content? Will some editors need more permissions than others?

Is it extremely important that the site is not hacked? Hackers typically break site and put advertising and malware on hacked websites.

Given that this site will host all of my intellectual property it is very important that it is super secure. Likewise with my customers being able to purchase online with a credit card I also want to make sure they are protected.

**Speed**

Is it important that the site is fast to load? Do we need the site to scale? will there be millions of visitors and will the traffic grow?

My goal is to have 1,000 members in the first year and grow that by 1,000 customers each year after that.

**Server location**

What about hosting? How will the website be hosted? In your country? Maybe you have compliance rules to follow when it comes to where the server is located? Do we have environmental concerns? Some hosting providers are more environmental than others. If most of your users come from the other side of the world then consider a server location in that region.

I don’t mind where the site is hosted and currently have purchased hosting services from Go Daddy.

**Stability**

Is it important that the site is available at specific times. Do we need disaster recovery and service continuity? Extra redundancy and backup plans in case of atomic bombs wiping out your country? a bit extreme there but you get the point.

I certainly would like a back-up of the site and all its contents so that I am prepared for any eventuality