

Services:

eStrategy > Requirements Analysis

BuzzBoltMEDIA can help you develop your web-based projects by consulting with your personnel, clients, and vendors to assist you in defining your entire long-term Internet strategy or simply an individual project within your existing plan.

Requirements analysis usually consists of a client dealing with a business challenge and attempting to solve this challenge through web-based technologies. Since this is not usually the company's area of expertise nor their business focus, it is recommended to bring in an independent firm such as BuzzBoltMEDIA to perform two tasks:

- Act as an independent agent with no political agenda to gather as much information from internal and external sources and report this data in a meaningful manner.
- Report on the options available for solving the business challenge.

Information gathering can be very complex, and bringing in an independent agent facilitates a freer flow of quality information. Depending on the challenges faced by the company, some of the strategies used include:

- Internal focus groups revolving around company processes, such as Customer Support, Sales, or R&D.
- External focus groups such as consumers, vendors, existing customers, or media.
- Telephone interviews with your top ten clients.
- End of transaction surveys.
- Typical purchaser profiles.
- Vendor evaluations.
- Product evaluations.
- Paradigm shift impact analysis.

Once the data has been collected, in-depth analysis is required to organize the information in a meaningful format in order for the company to understand the weight of the business challenge and the existing solutions available at the time. Companies performing this due diligence before throwing money at a project will save money and produce a better solution more quickly.