

Services:

eStrategy > Product Specifications

BuzzBoltMEDIA has in-depth experience developing product specifications that take into account all aspects of the development cycle, users, vendors, marketing, and technology to produce robust, scalable and user-friendly products that are capable of being developed in a realistic time-frame.

Because of their experience at Lycos and Tripod, the principals of BuzzBoltMEDIA have developed product specifications for a variety of web-based solutions ranging from chat, message boards, and gaming to directories and portals. Most products were developed with anticipated traffic expected at millions of page views per day. Lycos also pushed launches to occur every week to two weeks, so the product development lifecycle was drastically reduced. Because of this "in-the-trenches" experience, BuzzBoltMEDIA is more than qualified to handle your projects. As part of a product specification, BuzzBoltMEDIA can cover:

- Management Issues
- Management Requirements
- Product Objectives
 - Business
 - Strategy
 - Technology
 - Marketing
- User Profiles & Characteristics
- User Requirements
- Competitive Analysis
- Product Risks & Contingencies
- Development Phases
- Proposed Site Architecture
- Proposed User Interface Diagrams
- Product Requirements
 - Architecture
 - User Interface
 - Performance
 - Time-to-Market
 - Service and Maintenance
 - Internationalization
 - Licensing
- Product Launch Plan
 - Marcom Schedules
 - Sales Tools Schedules
 - Training Schedules
 - Business Partner Impact

Producing a detailed product specification enables your company to request proposals from any web development company and receive comparable quotations based on exactly the same software product.