

CASE STUDY: WEBSITE REVIEW & REQUIREMENTS ANALYSIS

CLIENT: **SUNDAY**

Type of work: **Strategic Consulting**

Business objective: **Understanding of Company-Wide Website Requirements**

Client location: **Hong Kong**

Audience: **International**

Language: **English**



The Web Guru Factor

Our detailed requirements analysis clarified company-wide needs and goals, allowing Sunday to move forward with a very complex website revamp.

The Challenge

Sunday, one of Hong Kong's main telecom providers, were proposing to revamp their website. After detailed discussions with their marketing team, it became evident that the proposed website revamp would entail more than just a simple cosmetic change to the user interface. In fact, the brand repositioning and data re-categorisation would clearly require fundamental changes to the core structure and functionality of the site.

To successfully execute a task of such scale requires in-depth assessment and planning before starting any production work. For this reason, Sunday commissioned Web Guru Asia to conduct a requirements analysis to better assess and define their needs.

The Solution

Web Guru Asia put together detailed questionnaires for members of Sunday's website task force. We then spent two days running through the questionnaires with the various stakeholder groups.

We compiled the findings of this exercise, along with an analysis of their existing website, a competitor analysis and a survey of website visitors, into a comprehensive requirements analysis document.

The Results

Sunday found the requirements analysis document extremely useful. It clarified the goals of their various stakeholder groups, the needs of their customers and current industry best practices, allowing Sunday confidently to move forward with their website revamp.