

Goals & Objectives [Sample]

Client: Sample
Project: Acme.com Usability
Date: Friday, December 02, 2005

Executive Summary

As part of their continued efforts to promote and expand its market presence around the globe, Acme.com is redesigning their web properties. This study is focused on identifying key site improvements to help Acme achieve its business goals.

Business/Organization Goals

1. Provide businesses with enterprise software solutions
2. Lead the enterprise software industry

Web site Goals

1. Generate leads to sell Acme software.
 - a. Provide the most effective sales model
 - b. Educate and inform ... understand value ... find information ...
2. Educate and inform visitors of the advantages and benefits of using Acme software over software offered by the competition.
 - a. Cost-benefits
 - b. Ease of use
 - c. Etc.
3. Provide answers to questions regarding the software in an easy, logical, understandable manner, including and not limited to:
 - a. How the software works
 - b. ROI

Usability Testing Objectives

1. Determine how well the main navigation meets the needs of users.
 - a. Does left-hand navigation make sense?
 - b. Does the left-hand navigation support the sales process?
 - c. What do visitors expect from the labels:
 - i. Agreements
 - ii. Quick tour
 - iii. Features
 - iv. Etc.
2. Develop a mental model of site visitors as they consider purchasing this product.
 - a. What information is most important to them as they consider purchasing?
 - b. How does the internet play a part in their process?
 - c. What do they expect from Acme.com?
 - d. What information or experiences turn them off from purchasing?
 - i. What are their reasons for deciding against purchasing?
 - ii. What information is lacking or not being found on the site?
3. Gather insight into the ideal information architecture.
 - a. What information is most important to them when they arrive on the site?
 - b. Where do they expect to find various information?
4. Determine most useful and compelling information currently on the site.
 - a. Which content stands out?
 - b. In which areas of the site are people finding valuable information?
5. Can they find related competitive information for their product?
 - a. Are they looking for general information or filtered for a specific product?
6. Assess reactions to the look and feel of the site.
 - a. What impression do they form of the company based on the visual style?
 - b. What elements of the look and feel enhance their ability to find information? Which elements inhibit?

Target Audience

1. Prospects (including existing customers)
 - a. **Sponsors/Approvers**
(approve/authorize purchase; have company-wide and/or division or dept wide views)
 - i. C Level positions (CEOs, CIO's, Senior VP's, CFOs, CTO's)
 - ii. VP or Director positions
 - b. **Decision-makers**
(participates on selection team; actually helps evaluate options from long to short list, make decision or recommendation to purchase)
 - i. Functional Manager
For example, Controllers for purchasing a financial management system, HR administrators, Procurement Managers)
 - ii. Business Area/Dept. Manager
 - iii. IT Mgr., MIS Mgr
 - c. **Implementation Team/Researchers**
(Responsible for implementation and/or ongoing maintenance and updating of apps; might have participated in selection process to recommend from the long and/or short list)
 - i. Project Mgr, Lead for involvement in implementation and ongoing maintenance with either business or technical responsibility
 - ii. Senior Developer, Technical Person, Senior Tech Management
 - iii. User/Tech Support Mgr.
 - iv. Product Researchers –analysts, consultants, functional managers who participate in researching featured
2. Customers
 - a. **Sponsors/Approvers**
(approve/authorize purchase; have company-wide and/or division or dept wide views)
 - i. C Level positions (CEOs, CIO's, Senior VP's, CFOs, CTO's)
 - ii. VP or Director positions
 - b. **Decision-makers**
(participates on selection team; actually helps evaluate options from long to short list, make decision or recommendation to purchase)
 - i. Functional Manager
For example, Controllers for purchasing a financial management system, HR administrators, Procurement Managers)
 - ii. Business Area/Dept. Manager
 - iii. IT Mgr., MIS Mgr
 - c. **Implementation Team/Researchers**
(Responsible for implementation and/or ongoing maintenance and updating of apps; might have participated in selection process to recommend from the long and/or short list)
 - i. Project Mgr, Lead for involvement in implementation and ongoing maintenance with either business or technical responsibility
 - ii. Senior Developer, Technical Person, Senior Tech Management
 - iii. User/Tech Support Mgr.
 - iv. Product Researchers –analysts, consultants, functional managers who participate in researching featured