# Web Site Quality Assurance Program

### How do you ensure that your Web, B2C or B2B site will succeed?

In too many companies, Web projects take on an unnecessary complexity. In most cases, it is not the technology that gives rise to this complexity; it is the interaction of human beings, whose individual visions, understanding, goals and knowledge bases collide and cause this complexity. Enlarging the Web team with external consultancy helps to align the stakeholders and Web team members from the very start. Additionally, external advisors - who have outsiders' views of the company - can duplicate the external view of prospects and clients. Without external advice, Web projects inevitably spawn longer internal discussions during concept and design phases, without necessarily leading to increased quality.

### Web Site Quality Assurance helps you to ensure your Web site success

From the initial brainstorming session about your future Web site to the final test prior the launch, an analyst will provide you with Web best practices.

Along with industry-proven expertise in this domain, we provide the benefit of an external facilitator who will help you to speed up your internal discussions and decisions.

> **"..reduced specification effort by 50%",**
>
> IT-Director, Chemical Organization

**The major benefits of our Web Quality Assurance Program are**:
- Reduced time during the specification process (some clients have estimated this reduction to be as much as by 50 percent)
- Translation of business objectives into Web design,
- Avoidance of costly re-development/corrections due to ineffective specification,
- Maximization of Web site quality,

The Web Site Quality Assurance offering ensures that your company's Web sites meet the needs of your business. The Web Site Quality Assurance service consists of the following steps:

**Step 1 - Web Design Best Practice Workshop:** The best practice workshop on Web site design aligns the Web stakeholders' visions and ideas of successful Web site design. An analyst will present the best practices using real-life examples (annotated screenshots) of successful Web sites. We also explain our related Web design methodology, with its hundreds of criteria. This methodology is a major aid in developing detailed Web site specifications. After this workshop, the Web team has a common understanding of successful Web design and a common framework (real-life examples, methodology) to aid in the concept, design and specification of its own site.

**Step 2 - Web Specification Validation:** Validation of your developed specifications by our analysts. Prior to beginning the development process (whether internal or through an external service provider), our analyst will review the Web site specification documents, including mock-ups, prototypes, screenshots and written documents. This validation will ensure that your specified site's first version is aligned with best practices and that you build in flexibility that will allow you to easily and cost-

effectively add features and functionality to later versions. This validation reduces the risk of developing the Web site based on ineffective specifications and avoids costly re-development/corrections later.
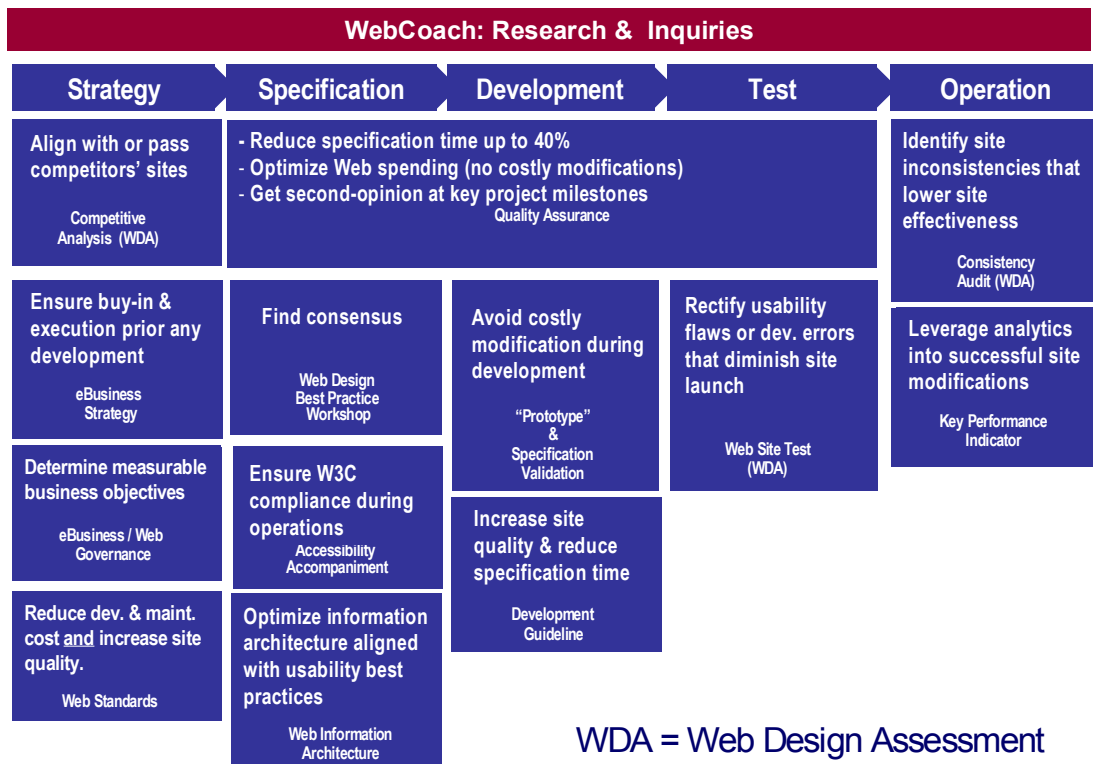
**Step 3 - Web Site Test:** Our Web site audit team will perform a compliance test that compares your specifications with our Web design methodology. As a result of this independent and objective assessment, development errors can be corrected prior to the launch. Especially, during the launch phase of a new Web site, it is crucial that the Web site user experience is optimized, understanding that a user is more critical at this early stage. This test provides an external view of development quality, while reducing the risk of overlooked or misinterpreted specifications.

## What is the Web Site Quality Assurance Offering?

It's part of a continuum of services available in the Web Effectiveness Program, which provides focused assistance at key points in the lifecycle of your company's Web sites to:

- Ensure that they continue to meet the needs of your business
- Improve their ROI.

Each box is a packaged offering, which can be:

- Delivered in a very short time.
- Tailored to suit your needs
- Bundled with others as required.

**WebCoach: Research & Inquiries**

| Strategy | Specification | Development | Test | Operation |
|----------|---------------|-------------|------|-----------|
| Align with or pass competitors' sites<br><br>Competitive Analysis (WDA) | - Reduce specification time up to 40%<br>- Optimize Web spending (no costly modifications)<br>- Get second-opinion at key project milestones<br>Quality Assurance | | | Identify site inconsistencies that lower site effectiveness<br><br>Consistency Audit (WDA) |
| Ensure buy-in & execution prior any development<br><br>eBusiness Strategy | Find consensus<br><br>Web Design Best Practice Workshop | Avoid costly modification during development<br><br>"Prototype" & Specification Validation | Rectify usability flaws or dev. errors that diminish site launch<br><br>Web Site Test (WDA) | Leverage analytics into successful site modifications<br><br>Key Performance Indicator |
| Determine measurable business objectives<br><br>eBusiness / Web Governance | Ensure W3C compliance during operations<br>Accessibility Accompaniment | Increase site quality & reduce specification time<br><br>Development Guideline | | |
| Reduce dev. & maint. cost and increase site quality.<br><br>Web Standards | Optimize information architecture aligned with usability best practices<br><br>Web Information Architecture | | | |

WDA = Web Design Assessment

**Option 1 - Governance Workshop:** The Governance Workshop explains the organizational framework that needs to be defined to ensure attainment of the business objectives of the site. Those objectives may include definition of policies, processes, ownership and enforcement to maintain the site. Typically, this workshop is done after Step 1 - The Web Design Best Practice Workshop.

**Option 2 - Strategic Competitive Assessment:** The Strategic Competitive Assessment provides a detailed and objective report on how your competitors are using the Web to interact with their prospects, clients, partners and suppliers. This assessment provides you a competitive gap analysis to drive your Web strategy (including competitive alignment or differentiation). This strategic analysis is an enhancement of Step 1, which focuses on best practices and looks at competitors' sites.

**Option 3 - Web Component Leverage Assessment:** This assessment is targeted to companies with multiple Web sites. During this analysis, our Web site audit team will analyze different client sites to uncover good or even best corporate Web practices that should be applied to the new Web site version. This helps to optimize existing investment by using these features in a number of locales. This study is an enhancement of Step 1, which focuses on best practices and looks at corporate good and best practices.