

Requirements

marchFIRST

Transforming business in
The digital economy.

Client: **AIGI**

Project: *Site Design and Build*

Version: .01

Last Modified: 09/25/2000

Status: Initial draft

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Table of Contents

1. INTRODUCTION	5
1.1 PROJECT OVERVIEW	5
1.1.1 Client Description	5
1.1.2 Project Description.....	5
1.2 PROJECT PHASES	6
1.3 ABOUT THIS DOCUMENT.....	6
2. FUNCTIONAL REQUIREMENTS	7
2.1 BROWSER COMPATIBILITY	7
2.1.1 Windows NT, Windows 95, Windows 98:	7
2.1.2 Mac Browsers.....	7
2.2 GLOBAL FUNCTIONALITY	7
2.2.1 Homepage Access.....	7
2.2.2 Location of Copyright.....	7
2.2.3 Location of Legal Disclaimer	7
2.2.4 Location of a Privacy Statement.....	7
2.2.5 E-mail to Customer Support	7
2.2.6 Online Help	7
2.2.7 Access to Search.....	7
2.3 REGISTRATION	7
2.3.1 Registration Form	7
2.3.2 Prompt the User for Registration Information	7
2.3.3 Prompt the User to create a Login and Password.....	7
2.3.4 Collection of Registration Information.....	7
2.3.5 E-mail Registration Information.....	7
2.3.6 Accept or Reject User Registration	7
2.3.7 Notification.....	7
2.3.8 Retrieval of Forgotten Passwords	7
2.4 FIRST TIME LOGIN	7
2.4.1 Login Consistency	7
2.4.2 Login Uniqueness	7
2.4.3 Login Screen.....	7
2.4.4 User Preferences Form	7
2.4.5 Successful Login Notification	7
2.5 SUBSEQUENT LOGIN.....	7
2.5.1 Login Screen.....	7
2.5.2 Successful Login Notification	7
2.6 LOGOUT	7
2.6.1 Logout Option.....	7
2.7 CONTENT INDEXES	7
2.7.1 Keywords.....	7
2.7.2 Title.....	7
2.7.3 Multiple Author/Talent	7
2.7.4 Publish Date and Time	7
2.7.5 Multiple Product.....	7
2.7.6 Series/Topic	7
2.7.7 Full Text	7
2.7.8 Document summary (abstract)	7
2.8 SITE SEARCH	7
2.8.1 Content	7
2.8.2 Access Control for Client's Content	7
2.8.3 Relevancy Ranking	7

2.8.4	Search by Content Category.....	
2.8.5	Boolean Operator.....	
2.8.6	Search by Document Attribute.....	
2.8.7	Search Results.....	
2.9	CONTENT PUBLISHING SYSTEM.....	
2.9.1	Automated Content Publishing System.....	
2.9.2	Publishing Process Workflow.....	
2.10	DATA DIRECT.....	
2.10.1	Interface to Data Direct.....	
2.10.2	Customer Information Template.....	
2.11	USER PROFILE UTILITY.....	
2.11.1	Edit User Information.....	
2.11.2	Administrator Utility.....	
2.11.3	Preferences.....	
2.12	TRADING IDEAS SECTION.....	
2.12.1	Trading Idea Template.....	
2.12.2	Publish Template Content.....	
2.12.3	Trading Ideas Page.....	
2.12.4	Contact Sales Person.....	
2.13	CAMPAIGN MANAGEMENT UTILITY.....	
2.13.1	Define Campaign Template.....	
2.13.2	Select Participants.....	
2.13.3	Notification of Event.....	
2.13.4	Contact Number.....	
2.13.5	Contact Event Coordinator.....	
2.13.6	Post Event.....	
2.13.7	Notification Test.....	
2.13.8	Display Status of Event.....	
2.13.9	Access to Multiple File Formats.....	
2.13.10	Campaign Page.....	
2.14	CORE RESEARCH CONTENT.....	
2.14.1	New Research.....	
2.14.2	Research Library.....	
2.14.3	Research Document Types.....	
2.14.4	Browse Research.....	
2.15	COMPANY INFORMATION.....	
2.15.1	Type of Information.....	
2.16	PRODUCT INFORMATION.....	
2.16.1	Type of Information.....	
2.17	BIOGRAPHIES OF LUMINARIES.....	
2.17.1	Type of Information.....	
2.18	CAREER SECTION.....	
2.18.1	Type of Information.....	
2.18.2	Contact AIGI.....	
2.19	HELP SECTION.....	
2.19.1	Basic Help Information.....	
2.19.2	Contact Us.....	
2.19.3	Notification.....	
2.20	PRESS RELEASE SECTION.....	
2.20.1	Post Press Release.....	
3.	DESIGN REQUIREMENTS.....	
3.1	GENERAL DESIGN.....	
3.1.1	Branding.....	
3.1.2	Fonts.....	
3.1.3	Frames.....	

- 3.1.4 Colors
- 3.1.5 Screen Resolution
- 3.1.6 Bandwidth.....
- 4. TECHNICAL REQUIREMENTS**
- 4.1 ENVIRONMENT
- 4.1.1 Physical Location
- 4.1.2 Integration with Existing Systems.....
- 4.2 SECURITY
- 4.2.1 Authentication of Members.....
- 4.2.2 Secure Data Transmission.....
- 4.3 TECHNOLOGY REQUIREMENTS.....
- 4.3.1 General Selection Criteria.....
- 4.3.2 System Components.....
- 4.3.3 Application Components.....
- 4.4 RELIABILITY
- 4.4.1 Standard
- 4.4.2 Exclusions.....
- 4.5 SITE MANAGEMENT
- 4.6 PERFORMANCE
- 4.7 THIRD-PARTY APPLICATIONS.....
- 5. CONTENT REQUIREMENTS.....**
- 5.1 EDITORIAL.....
- 5.1.1 Research Content.....
- 5.1.2 Site-specific Content.....
- 5.2 NAVITORIAL.....
- 5.3 BRANDING.....
- 5.4 CONTENT MANAGEMENT AND REVIEW PROCESS.....
- 6. DEPENDENCIES.....**
- 6.1 RESOURCES
- 6.2 DATA SOURCES/INTEGRITY
- 6.3 CONTENT.....
- 6.4 ENVIRONMENT
- 6.5 THIRD-PARTY SOFTWARE/TOOLS
- 6.6 UNTESTED TECHNOLOGIES.....
- 6.7 PHYSICAL ACCESS.....
- 7. DOCUMENT HISTORY**
- 8. APPROVED CHANGES**
- 9. DOCUMENT ACCEPTANCE AND SIGN-OFF**

1. Introduction

1.1 Project Overview

1.1.1 Client Description

AIG International Inc. (AIGI) is a hedged trading firm and a first tier market maker in the foreign exchange, metals markets, and interest rate products. AIGI provides structured products and risk management services to multinational corporations, financial institutions, commercial producers and users, institutional investors and sovereign entities.

AIGI's primary objective at this time is to create a corporate web presence as quickly as possible; the target launch date being no later than February 1, 2001. The initial web site will include basic site features and functionality. The site content will include marketing information and a research archive accessible by clients only.

AIGI's long-term web initiatives will include the development of a web site that offers information products and services that are competitive with industry standards in its market space. AIGI must be perceived to be as or more technologically savvy as its competitors.

1.1.2 Project Description

AIGI has asked marchFIRST to design and build their corporate web site. A key component of the design process will be to create a web presence for the organization. As the company has no previous web presence, we will work with them to research and determine their market positioning.

The initial web site will include basic site features and functionality. The site content will include marketing information and a research archive accessible by clients only.

The initial web site will provide infrastructure for a more advanced e-strategy in the future. The research process marchFIRST undertakes will provide ideas for future site functionality and content.

1.1.2.1 Target Audience Profile

Initially, AIGI's target audience will include existing clients, prospective clients, the general public seeking information about the firm, and AIGI personnel.

1.1.2.2 Primary Audience

AIGI's primary audience is its existing and prospective client base, which includes the following institutional clients: hedge funds, money managers and financial institutions. Specific front office audience titles include: traders, portfolio managers and risk managers. In addition, back office personnel will come to the site to access the interface to Data Direct.

1.1.2.3 Secondary Audience

AIGI's secondary audience will consist of the general public seeking information about the firm and internal AIGI staff that will use the site as a marketing tool.

1.2 Project Phases

Phase	Deliverable
Requirements Discovery	Requirements content gathering
Requirements Completion	This document's completion
Functional Specification Discovery	Specifications content gathering
Functional Specification Completion	Specifications document completion
Creative Specification Discovery	Specifications content gathering
Creative Specification Completion	Creative specification document completion
Technical Specification Discovery	Specifications content gathering
Technical Specifications Completion	Specifications document completion
Development & QA	
Full System Integration	
Launch	Production Web site

1.3 About This Document

The goal of this document is to outline what is required to accomplish the goals of this particular project. The contents of a Requirements Document are limited to those areas that the client and the development team agree are required by the system or site.

Later in the project, marchFIRST also will produce a Specification Document. Though the two documents are related, they are different in that the Requirements Document outlines what will be built, while the Specifications Document details how it will be built. The latter document will cover details like exact wording in the content areas, where specific images will be used, and specific technical issues.

This document, therefore, outlines anything (including the use of images or specific content) that is known to be required at the outset. Care has been taken to try to avoid interpreting the requirements in a particular fashion.

2. Functional Requirements

The Functional Requirements are the set of operations and abilities that the system must perform or be able to do. This is separate from design and user interface attributes that should be there to execute the functionality (i.e., the presence of a button is a design attribute while the operation the button executes is a functional attribute)

2.1 Browser Compatibility

The site will be optimized for the following Platform/Browser Combinations.

2.1.1 Windows NT, Windows 95, Windows 98:

Netscape 4.0x and 4.7x (latest version as of 4/4/2000).

Microsoft Internet Explorer 4.x and 5.x (latest version as of 4/4/00).

AOL 5.x (latest version as of 4/4/00).

2.1.2 Mac Browsers

Netscape 4.0x, 4.5x, 4.6x and 4.7x (latest version as of 4/4/00).

Microsoft Internet Explorer 4.x and 5.x (latest version as of 4/4/00).

2.2 Global Functionality

Global Functionality is any element that is consistent throughout the site.

2.2.1 Homepage Access

It is a requirement that users have the ability to access the AIGI site homepage from each page of the site.

2.2.2 Location of Copyright

It is a requirement that the copyright appears on each page of the site.

2.2.3 Location of Legal Disclaimer

It is a requirement that the user has access to a Legal Disclaimer from each page of the site.

2.2.4 Location of a Privacy Statement

It is a requirement that the user has access to a Privacy Statement from each page of the site.

2.2.5 E-mail to Customer Support

It is a requirement that the system allow users to contact customer support via e-mail.

2.2.6 Online Help

It is a requirement that the site include access to a Help section.