

# **ILoveWaffles.com Requirements Brief**

## **Super Duper Waffle Hut of America**

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*This brief captures high-level requirements for the ILoveWaffles.com website redesign.*

*Detailed requirements will be captured in the sitemap, user flow, and annotated wireframes that will be created following our kick-off meeting on May 19, 2011.*

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### **Why we're talking about ILoveWaffles.com:**

The ILoveWaffles.com website is more than six years old. It's definitely in need of a visual update, but more importantly, it needs to better provide audiences with an intuitive experience so they can more quickly and easily find Super Duper Waffle Hut of America locations around the country.

### **Who ILoveWaffles.com primarily targets externally:**

1. Media: To raise awareness among state and local governments who influence waffle policy, public citizens who like to eat waffles, and individual waffle activists across the country
2. State and Local Governments: To engage in local or regional discourse toward affecting and influencing waffle legislation and policy making

### **Whose efforts ILoveWaffles.com primarily supports internally:**

1. External Relations
2. Marketing

### **What it is now -- and what it struggles to do:**

It's a directory that users can search to find more than 2,000 locations in the United States. Users can build basic or advanced searches by type of waffles, hours, and a slew of other non-essential search fields. It struggles to provide targeted, pertinent results quickly.

### **What we want it to be instead:**

A directory of Super Duper Waffle Hut of America location that *\*helps\** users quickly find and contact locations via a more intuitive search capability that requires less "building" of a search, and an internal learning tool that capitalizes on analytics and goal-conversion tracking.

### **How we're going to accomplish this:**

By creating a search that will tap into the capabilities of new technologies and algorithms to provide relevant results more efficiently; it also will hook into analytics so we can track which locations are most sought-after and contacted. This will be realized via the following priorities:

1. Improve Search
  - a. Implement auto-complete
  - b. Weight results according to most-often searched, most-recently searched, pageview, most-often contacted, and/or other factors that achieve more refined results faster
  - c. Implement the ability to refine results from a large pool of results (that may initially have been returned from basic, broad searches)
  - d. Track metrics related to search, such as most-often-used terms or most-often-used filters
  
2. Better Surface (and Track) "Touch Points"
  - a. (Potentially, pending approvals) Implement microformats to better surface regional managers' contact information in the code itself
  - b. Integrate a contact form (with CAPTCHA) directly on locations' pages; tie forms into goal-conversion tracking in Google Analytics
  - c. Add LinkedIn, Twitter, and/or Facebook page links to location pages to promote market-ability and engagement (conversions)
  - d. Track how – and how often – users are interacting with a location (i.e., that they write a review, check in on Gowalla, tweet about it, etc.)
  
3. Streamline the Information Architecture
  - a. Ensure that the site clearly functions as a search utility, first and foremost, and subjugate supporting pages visually and hierarchically
  - b. Prioritize search over advanced searches or refinement/filtering

Additional considerations:

- Ensuring that the site is accessible from mobile devices
- Building a waffle-specific mobile application (game)

### **Primary user sentiment should be:**

"Holy shit. I want to eat these waffles for the rest of my life."

### **Snapshot messaging to accomplish these goals:**

1. Waffles that will explode your mind.
2. 24/7 waffle lovin' at a location near you.
3. Love waffles. Eat waffles. (link to location search)
4. Making the world happier, one waffle at a time.