

# **B U S I N E S S   R E Q U I R E M E N T S**

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## **Nokia Operator Portal Web Site Redesign**

**Project: # 4032**

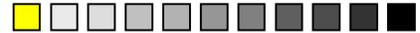
Version: 1.4



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## Document Revision Log

Revision #	Revision Date	Name	Description/Impact to Document
1.0	09/19/08	Sonya E. Witt	Initial Draft
1.1	09/22/08	Jeff Gentry	Additional requirements
1.2	09/22/08	Sonya E. Witt	Additional requirements
1.3	09/24/08	Sonya E. Witt	Updates based on client review
1.4	09/29/08	Sonya E. Witt	Updates based on internal review



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## 1. Purpose

The purpose of this document is to capture and communicate the business requirements for the Nokia Services Channel Partner Website, replacing the current Nokia Services Operator Portal. Business requirements focus on the needs or conditions to meet for a new or altered product, taking into account the possibility of conflicting requirements across various stakeholders and systems, such as consumers and brands. The system behavior will be addressed in the Functional Requirements.

## 2. Executive Summary

Nokia Services has requested Tribal DDB to redesign the existing Nokia Operator Portal. The objective of the web site is to increase service activations through channel partners by providing a web site with information and tools that assist the channel partners making more money.

Nokia Services is responsible for working with channel partners to market Nokia services and devices together by providing channel partners with new marketing campaigns, services updates/features, content, and new tools through its extranet.

The initial phase of this long-term project provides for the design and build of a new operator/retailer portal for accessing marketing tools needed to market Nokia Services.

## 3. Business Assumptions

*An assumption is the acknowledgement that specific business rules, processes, and/or system functionality will/will not be impacted by this effort.*

1. Tribal DDB will provide initial planning, concepting, and creative development of the Nokia Operator Portal Web Site Redesign.
2. Nokia Services IT will program, implement, and maintain the redesigned web site.
3. Site redesign will be based on a combination of key goals from the Nokia Services Persona Foundation, functionality to enable Nokia Services and channel partners to collaborate on marketing content, and Nokia Online (nokiaonline.com) leveraged functionality.
4. Due to the anticipated age level of the target audience, COPPA / CARU requirements are not anticipated for this effort.
5. CWiki, the existing wiki software in use by Nokia, will be used for the implementation of a wiki collaboration tool.
6. Vignette is the software package assumed for the Nokia Operator Portal Content Management System.



## 4. Business Rules

*A rule is a policy or condition that must be enforced (manually or systematically).*

1. Design and brand for Ovi channel partners and reinforce Ovi at every opportunity.
2. The website is to provide the platform for future integration of all extranet functionality for Nokia channel partners.

## 5. Business Requirements

*Business requirements focus on the needs or conditions to meet for a new or altered product, taking into account the possibility of conflicting requirements across various stakeholders and systems, such as consumers and brands.*

Transform the current Nokia Operator Portal into an interactive, collaborative, content-rich web site with improved usability customized for the needs of the channel partners, including operators and retailers.

### 5.1 Marketing

*The experience a person has using a product and the main features of its appearance and interfaces.*

Create a single place for Ovi channel partners, focusing on the strategic objective of supporting Ovi, by providing an experience that makes it easy for channel partners to find the information they need to help them sell Nokia products and services.

BR	REQUIREMENT
B.5.1.1	The primary target audience for the first iteration of the website is operators; the secondary audience is retailers.
B.5.1.2	The primary target roles for the first iteration of the website are marketers; the secondary audience is salespeople. (Reference <i>Nokia Services Channel Partner Extranet Personae</i> dated 15 September 2008.)
B.5.1.3	The initial iteration of the website should not address operational business processes and metrics, such as order status, some of which are supported by Nokia Online.
B.5.1.4	Provide functionality to improve the quality and timeliness of communications between Nokia and channel partners.
B.5.1.5	Focus on enhancing channel partner relationships across all channels, including face-to-face communications, as opposed to replacing other forms of communications with digital channels.



B.5.1.6	Provide functionality to reduce the time to market for services and bundles provided to consumers through channel partners.
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## 5.2 Look and Feel

*The experience a person has using a product and the main features of its appearance and interfaces.*

Create a single place for Ovi channel partners, focusing on the strategic objective of supporting Ovi, by providing an experience that makes it easy for channel partners to find the information they need to help them sell Nokia products and services.

BR	REQUIREMENT
B.5.2.1	Provide a single point of access for Ovi Channel partners to access Nokia products and services information.
B.5.2.2	Provide content and tools to channel partners.
B.5.2.3	Support multiple languages and localization.
B.5.2.4	Support user selection of preferred language and localization.
B.5.2.5	Customize content specifically for each channel partner.
B.5.2.6	Communicate the purpose of the website, Nokia corporate information, and the Nokia Services solutions available to each channel partner.
B.5.2.7	Communicate additional solution opportunities available to each channel partner.
B.5.2.8	Provide searchable access to marketing collateral, training material, documentation, and other downloadable content.

## 5.3 Usability

*Provide clear, structured, and intuitive guidance for users to become and remain engaged in the program.*

BR	REQUIREMENT
B.5.3.1	Provide an effective site search tool.



B.5.3.2	Make critical information easily accessible on the site, meeting demand for timely customization and localization.
B.5.3.3	Provide consistent global navigation.
B.5.3.4	Provide high level navigation to help direct the user to needed information.
B.5.3.5	Provide secondary navigation for each of the high level navigation components.
B.5.3.6	Provide footer navigation.
B.5.3.7	Provide a site map.
B.5.3.8	The site will be accessible through mobile devices.
B.5.3.9	Allow channel partners to register for and manage an account.
B.5.3.10	Usability related to social technologies must be given a higher priority than functionality to encourage adoption and use.
B.5.3.11	Provide a means for channel partners to manage access to the website for people who work for channel partners.
B.5.3.12	Allow a person working for a channel partner to gain rapid access to the extranet without an undue administrative burden to manage it.
B.5.3.13	Allow channel partners to sign in on the web site, granting access to secure and private information.
B.5.3.14	Provide newsletters to encourage return visits to the web site and to keep channel partners informed of the most up-to-date information available on the web site.

## 5.4 Collaboration

*Describe the social technologies to be implemented on the web site.*

Collaboration around content work products is an essential, critical part of the current business processes than can be moved to a wiki to streamline the process, encourage sharing, and speed collaboration. Varying types of collaboration tools are planned for the new portal. Phase I will include collaboration tools designed to assist in the development of marketing programs and materials, which requires milestone reviews of material with documented approvals and periodic updates.



<b>BR</b>	<b>REQUIREMENT</b>
B.5.4.1	Create a secure, best-in-class, Nokia-moderated, private community to collaborate privately with each of the channel partners.
B.5.4.2	Encourage and incent initial use of the channel partner community.
B.5.4.3	Foster relationships with visionaries within the channel partner community.
B.5.4.4	Encourage active channel partners to become community leaders.
B.5.4.5	Provide functionality to collaborate within a community composed of a particular single channel partner and the Nokia team for text-based content.
B.5.4.6	The social technology supporting collaboration between Nokia and each channel partner must be implemented as a "walled garden," excluding all other channel partners.
B.5.4.7	Provide functionality to collaborate within a community composed of a particular single channel partner and the Nokia team for graphic- and art-intensive content.

## 5.5 Content

*Describe the content and/or features requested for the project.*

<b>BR</b>	<b>REQUIREMENT</b>
B.5.5.1	Include all relevant existing content from Nokia Online (nokiaonline.com): <ol style="list-style-type: none"><li>1. Deliver content in new ways that are more engaging for the channel partners;</li><li>2. Deliver content in new ways that are better organized to support the needs of the channel partners.</li></ol>
B.5.5.2	Provide the most up-to date information about Nokia's products, services, and pricing.
B.5.5.3	Provide pre-launch sales and marketing literature for new Nokia devices and services to operators, carriers, and retailers.
B.5.5.4	Provide clear, relevant content intuitively organized and prioritized for optimal presentation to the operators, carriers, and retailers.
B.5.5.5	Provide all relevant sales materials for Nokia devices and services, including video assets, high resolution images, co-branding assets, merchandising assets, product messaging for customer bundles, and device comparison capabilities.



B.5.5.6	Provide all relevant technical documentation for Nokia devices and services, including technical and user manuals, white papers, specification sheets, system configuration specifications.
B.5.5.7	Provide all relevant training materials, training resources, and training event information for new and existing products and services.
B.5.5.8	Provide generic, or "default," content on solutions and opportunities for access by channel partners that don't have equivalent customized content.
B.5.5.9	Provide the ability to personalize and customize content based on the individual user and the channel partner.
B.5.5.10	Provide access to competitive analysis research.

## 5.6 Ethical, Legal, and Regulatory

*The following compliance responsibilities regarding ethics, laws, and regulations apply to this project.*

BR	REQUIREMENT
B.5.6.1	Comply with all applicable national and international laws and regulations.

## 5.7 Security

*Describe the security measures necessary for the project.*

Security precautions, such as CAPTCHA, are an integral part of customer registration, sign-in, and profile maintenance. Password and identity will support the business requirements and the Nokia S&S information access security policies.

BR	REQUIREMENT
B.5.7.1	Provide secure sign in capability.
B.5.7.2	Ensure that sensitive channel partner information is protected.
B.5.7.3	Ensure user's private information is protected.
B.5.7.4	Do not create new obstacles to single sign on to a single website for all channel partner content and functionality.



B.5.7.5	Ensure that Nokia employees have the ability to easily register for use of the website to eliminate barriers to channel partner interaction within Nokia.
B.5.7.6	Ensure that each channel partner has the ability to easily manage access to parts of the website created for the use of their team.

## 5.8 Technology

*Describe the primary technology requirements and limitations necessary for the project.*

BR	REQUIREMENT
B.5.8.1	The website will be implemented using the Vignette content management system (CMS).
B.5.8.2	Access credentials should use existing Nokia single sign on (SSO) capabilities.
B.5.8.3	Outbound email communications should use existing email service provider relationships and infrastructure.

## 6. User Profile

### Consumer

See *Nokia Services Channel Partner Extranet Personae 20080915.pdf* for user profile descriptions.

## 7. Definitions

Term / Acronym	Description
CAPTCHA	Completely Automated Public Turing test to tell Computers and Humans Apart. A type of challenge-response test used in computing to ensure that the response is not generated by a computer.
CARU	Children's Advertising Review Unit. An FTC-approved self-regulatory program under the Children's Online Privacy Protection Act of 1998. Participants who adhere to CARU's Guidelines are deemed in compliance with COPPA and essentially insulated from FTC enforcement action as long as they comply with program requirements.



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COPPA	Children's Online Privacy Protection Act of 1998
Social Technologies	A range of web-based software programs allowing users to interact and share data with other users, e.g., wikis, discussion boards, and blogs. a.k.a., Social Software and includes Web 2.0.
TDDDB	Tribal DDB, Interactive Agency

## 8. Future Iterations

*Describe any business requirements identified which will be delivered in a future phase or iteration of the project.*

Various types of collaboration tools are planned for implementation in future phases of this project. Currently, the collaboration tools below have been identified.

1. Discussion boards
2. Workflow

## 9. Signatures

Title	Name	Date
Client		
Tribal DDB Dallas		