CMD Proposal Database System

Questionnaire Analysis
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Document History

The following is a history of the life of this document.

Date	Reviser	Revision Description
08/21/2001	Robert Foley Jr.	Created Document

Authors

The following individuals contributed to the creation of this document.

- Robert Foley Jr *(Interactive Architect)*
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References and Resources

The following information is provided as additional information or referenced within this document.

Document Title	Document Name	Location

Introduction

This document will provide an analysis of the Proposal Database system questionnaire findings. A detailed outline of the information collected and the resulting conclusions will provide the necessary data to outline the different roles within the company and the user types that will be required. In addition, further analysis will provide an outline for the type of information each user type will require to be successful. Also, a guideline for what information is required to ensure a proposal record retains the highest level of integrity well be determined and standardized.

As the analysis is explained a detailed look at the types of information gathered and the possible need for refinement of CMD's processes will be outlined. A detailed correlation between the information the proposal database will gather and where within the development process it will be entered will be outlined.

Lastly, a rough outline of possible features, tools, and reporting solutions will be roughly outlined and explained.

The Questionnaire Results

Out of 26 possible voluntary responses, (61%) 16 employees responded to the questionnaire from 11 distinct positions within CMD. Based on the average response, more than half of the response group voted that all of the proposed data points (fields) would be valuable in formulating an estimate for their specific role. For more information a comparison chart on how the group voted please refer to chart 1.0 in the appendix. There are however specific data points that the response group voted as extremely useful in creating an estimate for a new proposal.

Important Data Points by Voluntary Responses:

Table 1.0

Data Point Title	Vote Total
Type of Project	16
Deliverables Delivered	16
Technologies Proposed	15
Project Description	14
Project Audience	14
Technical Strategy	14
Budget	16
Employees Involved	14
Project Awarded	14
Cost to CMD	16
Cost to Client	16

** Note this table only presents data points with a vote count of 14 or higher.

The five roles highlighted in dark gray in table 1.0 are the five primary data points that the group determined as the most important information to initially know about a past proposal. After the first glance of the five primary data points, a more detailed analysis would be required to determine a few correlations between the current proposal and those done in the past. Because the five data points ranked the highest it stands to reason that the five data points should be the primary fields presented first when describing a past proposal or project within a report, or search result.

Required Data Points

Although the response group has defined the fields they find the most important. There are additional fields that are required to ensure that the Proposal Database System can properly categorize and compare proposals.

Required Data Points for proper categorization and comparison:

Table 1.1

Data Point Title
Proposal Number
Type of Project
Deliverables Delivered
Client Company Name
Technologies Proposed
Project Description
Project Audience
Technical Strategy
Assumptions
Budget
Project Schedule
Employees Involved
Project Awarded
Cost to CMD
Cost to Client
Start Date
End Date
Total Time

The table to the right combines the data points outlined in Table 1.0 and adds additional data points that are required to insure the proposal can be properly compared and contrasted within the tool. The data points detailed with dark gray backgrounds are the data points required to create a new proposal within the proposal system.

It is important to determine which fields are required to submit a proposal into the proposal system. This ensures that the proposal has the proper amount of information to be recognized by the authors upon re-entering the system. The data points that are not highlighted will have information filled into them over the coarse of the creation of the proposal and the project based on the proposal.

Detailed look at Data Points Proposed

The following section will provide a detailed list of data points that might be collected during the course of the proposal creation process as well as information that will be input into the system after a project is awarded, produced, and delivered. The list currently being presented has additional data points that were not submitted for the questionnaire. The additional data points are added to the list based on more detailed research and employee feedback.

Data Point Title	Description
Proposal Number	The Unique Identification Number provided by the accounting group to track proposals
Type of Project	The predetermined classification of a project based the intended end use of the project. Example: CD-ROM training, Promotional Website, Integrated Project in which case a detailed list of sub-categories would be provided.
Deliverables Delivered	A list of products that were delivered by the medium it was distributed on. Example, CD-ROM, Brochure, Poster, VHS, Web-site, Intranet, Extranet, Video realmedia file, Flash animation, Advertising Banner
Client Company Name	The name of the client's company and the division
Client Contacts	
Technologies Proposed	List of technologies proposed for the project. Example, ColdFusion, ASP, Direct, Javascript, Flash, C++, Java
Identified CMD Competitors	
Identified Client Competitors	
Project mission Statement	
Project Description	The project description used to describe the project and its goals.
Business Analysis	
Project Audience	The targeted audience of the proposal. Who will use and or receive the product.
Creative Strategy	
Instructional Strategy	
Technical Strategy	The technology strategy for meeting and or solving the product description using the technologies proposed.
Requirements	
Assumptions	Stated assumptions for who is responsible for what for CMD and the client.
Estimated Budget	Gross Budget estimated for the project
Project Schedule	Basic project milestones and delivery dates
Employees Involved	List of CMD employees involved with the
Project Awarded	
Cost to CMD	

Cost to Client	
Start Date	
End Date	
Total Time	

Roles Definitions
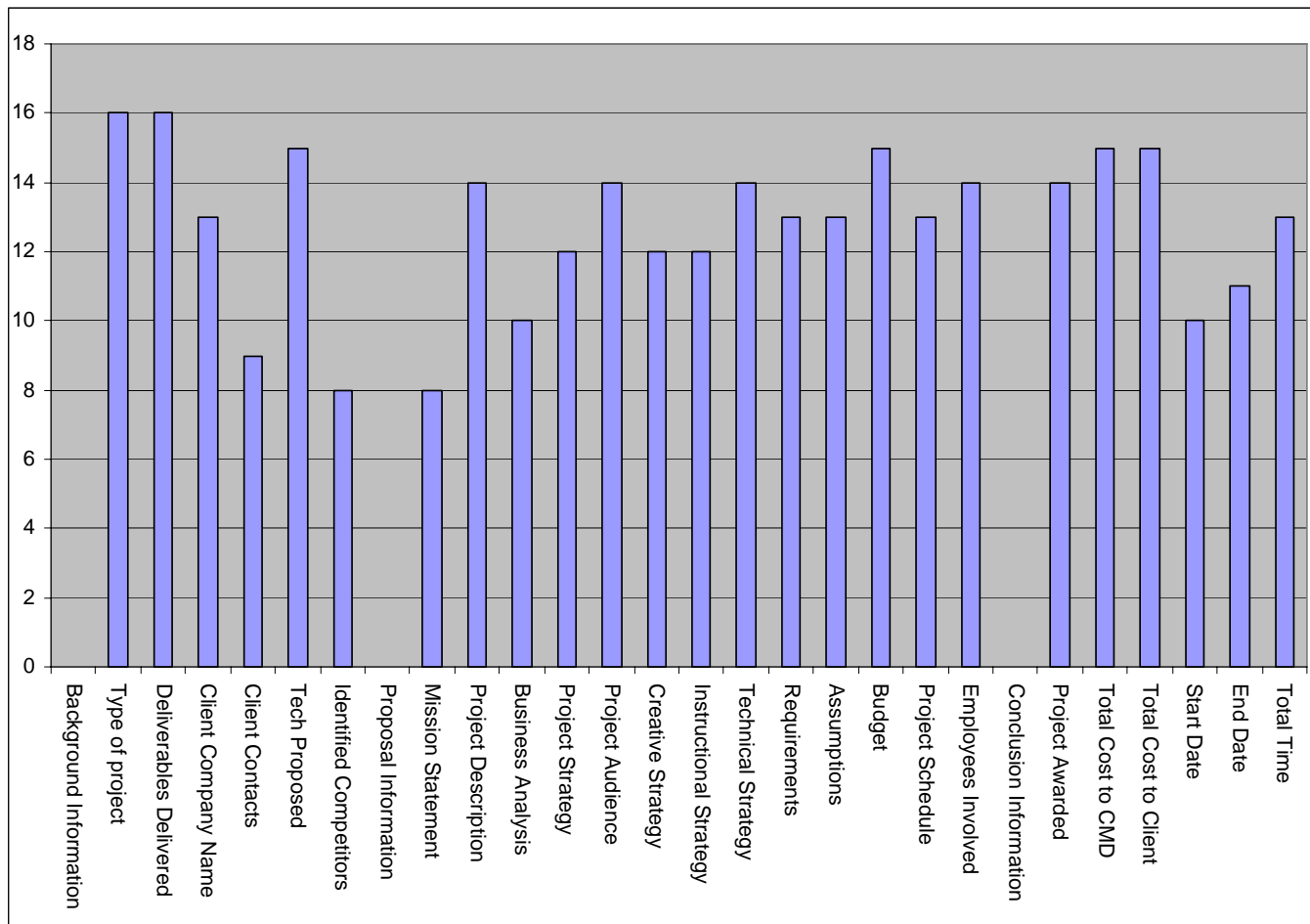
Process Outline

Features, services, and tool ideas

Summary

Appendix

The following is a collection of useful diagrams, statistics, and tables.

Topic Vote Count Breakdown : Chart 1.0

Topic vote count :Table 1.0

Proposal Elements	Total Votes
Background Information	
Type of project	16
Deliverables Delivered	16
Client Company Name	13
Client Contacts	9
Tech Proposed	15
Identified Competitors	8
Proposal Information	
Mission Statement	8
Project Description	14
Business Analysis	10
Project Strategy	12
Project Audience	14
Creative Strategy	12
Instructional Strategy	12
Technical Strategy	14
Requirements	13
Assumptions	13
Budget	15
Project Schedule	13
Employees Involved	14
Conclusion Information	
Project Awarded	14
Total Cost to CMD	15
Total Cost to Client	15
Start Date	10
End Date	11
Total Time	13

Total Voter Categories   11
Total Voters   16

Glossary
This glossary is a collection of terms and definitions used within this document.