**Brown Forman**

**Client Profile Document**

Created by: Carl Arndt, Quality Assurance Manager

## Table of Contents

Table of Contents 1

Revisions 1

Executive Summary / Abstract 2

Client Specific Other 2

Overall Architecture 2

Project History 2

Project Tasks 2

Tech Concerns 2

Key Client Take-Away’s 3

Platforms / Browsers 3

Accessibility Requirements 3

Tagging / Tracking 3

Campaign Development 3

Deliverables 3

Reviewers 3

## 

## Revisions

1.0 Created Client Profile Document (Clint Ruch / Carl Arndt) 06/11/2015

## Executive Summary / Abstract

Why did we create this document? This client profile document serves many purposes:

* This document serves as a knowledge repository for everything and anything client related
* New information can be added or updated anytime
* Digital team members new to projects for this client can ramp up on specifics unique to the client faster with all pertinent information in one place.
* Quality Deliverables – With more informed team members it follows that higher quality deliverables will be produced

**Brown Forman** in 30 seconds: Brown Forman leverages the FCB Digital team to develop multiple sweepstakes websites for various summer campaigns. The websites typically have overall fun themes such as NCAA Tournaments, taking and sharing photos, and music. All sites are developed in-house and delivered to the client for hosting.

## Client Specific Other

* As an alcohol company, all sites are age-gated
* Hand-off is an FTP to staging server by their internal IT, then promote to production
* Each project has separate FTP credentials

## Overall Architecture

* Production environment is WAMP stack
* .NET and SQL server are permissible (but we haven’t coded in it yet)

## Project History

* High-Level view of past projects
  + Summer Swarm
    - Annual project that started in 2013
    - Site targets Millenials to share and vote on photo’s to win prizes
  + Honey Hysteria
    - NCAA Tourney based contest of JD Honey
    - Users earn points by gamification and sharing to win prizes
  + JD Uncut
    - Musical performances based JD site that promotes bands

## Project Tasks

* What are the tasks we must do before launch for this client on any project?
  + Pre-Launch check-list
    - Secure FTP credentials
    - Communicate any architectural changes from previous iterations
  + Typical Exit / Acceptance Criteria for a successful launch

## Tech Concerns

* What technological concerns do we have with this client?  Is there anything that keeps popping up across projects?
  + Promotion schedule: Understanding how and when JD IT moves staging to production
    - FCB Digital is not consulted on promotion schedule
    - FCB Digital has no control of when JD IT promotes to production

## Key Client Take-Away’s

* What kind of issues does this client have on their pet-peeve list?  Examples:
  + Promotion procedure
  + Interaction with IT team has not been to their liking
  + They’re looking for documented standards, practices, and dates for deployment procedures

## Platforms / Browsers

Here is the list of Platforms and Browsers that are in scope for this client’s projects:

* + Operating Systems
    - Win7, Win8
    - OS X
    - Android
    - IOS
  + Browsers
    - IE10, IE11
    - Firefox
    - Chrome
    - Safari

## Accessibility Requirements

* + Does the client have accessibility requirements? No

## Tagging / Tracking

* Tagging / Tracking requirements
  + Google Analytics

## Campaign Development

* Campaign Work – Yes
  + Emails are handed off. JD IT handles email blasts
* Known third party integrations?
  + Salesforce / Exact Target for emails and SMS

## Deliverables

* List of items the client typically expects
* SQL Dump of Database
* Full site files delivered via FTP to their staging server
* Written annotation of what was promoted
  + Used for iterative pushes and bug fixes/updates

## Reviewers

|  |  |  |
| --- | --- | --- |
| **Name** | **Department** | **Date** |
| Clint Ruch | Development | 06/12/2015 |
| Carl Arndt | QA | 06/11/2015 |
|  |  |  |
|  |  |  |