

Defining the Problem

The question could be stated simply, but it was a big question. In looking for a solution, we needed to develop a better understanding of the problems involved. We identified three problems:

- Some of the tools and technologies upon which Web sites are based have built-in obstructions to effective ongoing development and maintenance.
- Web technologies are constantly evolving, so it's difficult to determine the best solution from an array of promising advances.
- Web site management is not just a technological challenge solvable with technological answers; it's an organizational and workflow challenge as well. Many Web site problems arise as workflow bottlenecks, so solutions must address workflow throughout the organization.