

## **REQUIREMENTS INTERVIEW GUIDE | AEM 6.5 Upgrade**

September 19, 2022

### **GENERAL:**

- Name, Business Area/Family, Geography, Role, Current AEM Version

### **BUSINESS NEEDS:**

- What are the biggest marketing challenges your organization is currently facing?
- How can your AEM event and/or content sites help to address your business challenges?
- What site additional functionality do you need immediately to address your current business goals? What functionality do you need to address your long-term business goals?

### **FUNCTIONALITY** (discuss what is most relevant to business/region):

- What **graphic design** related functionality do you need that is not in your current AEM platform?
- What hinders your **productivity** or execution of your digital strategy?
- Any challenges with the **AEM backend** to manage your websites/workload?
- Any challenges **connecting to other tools** required for page development (e.g DAM, CMS, Eloqua, analytics, etc.)?
- What **content management activities** (while building webpages) are most time consuming? What would help improve your workflow?
- Any need for website translations or **management of multi-language sites**?
- Any challenges using **form components**? Do you use AEM or Eloqua forms? Are any limitations in the current form options impacting your business goals?
- What capabilities would help you to improve your **lead nurturing**?
- What **level of data analysis** is your team currently doing? Please rank on scale from 1-5 (1- basic data analysis and 5-advanced data collection) and explain types of analysis you are currently doing.

### **TRAINING/RESOURCES:**

- How would you like to see training improved with the 6.5 upgrade and enhancements?
- What other supporting resources would be helpful to you to optimize your use of the AEM tool? E.g. more peer-to-peer sharing related to AEM usage, innovation, etc.?