Prioritization Matrix

ID	NAME	DESCRIPTION	IMPORTANCE			
			Business	User	Technical	Resource
1.	Species information sheet (SIS) protocol	Is the primary product of the web site. Users will always want a SIS for their shells and that is why it has the top priority.	High	High	High	High
2.	Taxonomic identification key	Even though it was the primary goal for building the web site, not all users will look to use the taxonomic identification keys; some of them will have already the name of the species and will only want to get the SIS. Therefore it is a second place product on the web site.	High	High	High	High
3.	Blog	During the previous analysis it was noticed that the blog is one of the main parts of the web site. It is going to be a useful tool in the future to create networks around the topic of the sea shells.	Low	Medium	Low	Medium
4.	Sponsoring	Sponsoring is important for the business, since is the way that the web site will be financed.	High	Low	Low	Low
5	Membership	Membership is important because is the way that improvements and expansion of the web site will be financed.	High	Low	Low	Low