

FUNCTIONAL GAP ANALYSIS - AMBIENCR.COM

Complexity: LO HI Gaps: Competitors

Competitors - Rx

Competitors - OTC

Quantitative Analysis:

- email friend
- contact us
- search
- print page
- corporate home
- legal notices
- privacy policy
- site map
- important info
- prescribing info
- glossary

Education

- About
- How Works
- Benefits
- Side Effects
- Safe Use
- FAQs
- History
- About Insomnia
- Bed Rules' sleep tips
- Muscle Relaxation Tips
- Mental Relaxation Tips
- Links
- Visiting your Doctor
- Ingredients
- in Spanish
- news
- package safety
- large print version
- how to read a drug label
- warning against asking name
- direct comparison
- against competitors
- pregnancy info

Interactive Functionality

- Sleep Profile Quiz (printable)
- Sleep Diary
- O's for Doctor (printable)
- TV Ad
- Register
- Free Trial Offer/Rebate
- unsubscribe
- update profile
- play sleepy music
- chess game
- podcasts
- buy now
- add to bookmarks
- e-Newsletter
- sleep poll
- sweepstakes
- healthy lifestyle quiz (printable)
- caffeine intake quiz (printable)
- dream dictionary
- sleep calculator
- demographic survey
- fact or fiction quiz

HCP

- Plasma Concentration
- Sleep Maintenance
- Sleep Duration
- Elderly Patients
- Dosage
- Mechanism of Action
- Indication/Contraindication
- Trials
- Warnings
- Adverse Effect
- Drug Interactions
- Abuse & Dependence
- Links
- FAQs
- request information
- separate search form
- sleep wake cycle
- diagnosing insomnia
- treating insomnia
- patient profiling
- patient education brochure
- nurse information
- pharmacist information
- interactive sleep tools

Non-Functional Criteria

- Segmentation Relevancy
- Cohesive Brand Vision
- Personalization
- 2-way Engagement
- Visual Brand Sophistication

Notes

Nytol has much more substantial site for canadian audiences only, with sleep tips, about insomnia, a poll and a sleep quiz
 AdvilPM spanish site has different text/photography than english and appears to be targeting a different segment; heavily flash enabled, no sound
 Rozerem heavily flash enabled with sound (key to understanding what is going on); claims sleep diary coming soon
 Tylenol comparison function is interactive

AmbienCR.com

Lunesta
lunesta.com

Rozerem
rozerem.com

Sonata
sonata.com

Tylenol/
Simply Sleep/
TylenolPM
tylenol.com

Sominex
sominex.com

Nytol
nytol.com

Advil PM
advilpm.com

Technical Feasibility Business Driver User Need Totals

	AmbienCR.com	Lunesta lunesta.com	Rozerem rozerem.com	Sonata sonata.com	Tylenol/ Simply Sleep/ TylenolPM tylenol.com	Sominex sominex.com	Nytol nytol.com	Advil PM advilpm.com
email friend								
contact us								
search								
print page								
corporate home								
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9 6 7 **22**

7 4 9 **20**
 8 8 4 **20**
 8 6 4 **18**
 7 7 9 **23**
 8 5 4 **17**
 8 8 1 **17**
 8 9 10 **27**
 8 4 5 **17**

1 2 2 **5**
 4 5 5 **14**
 0 0 9 **9**
 8 8 5 **21**
 6 9 9 **24**
 6 7 7 **20**
 6 1 5 **12**
 6 7 9 **22**
 6 7 9 **22**
 7 5 1 **13**
 6 8 8 **22**
 8 6 0 **14**
 7 8 5 **20**

8 8 10 **26**
 6 5 10 **21**
 7 5 5 **17**
 8 8 9 **25**
 8 7 9 **24**
 8 8 7 **23**
 8 9 10 **27**
 8 6 10 **24**
 8 6 10 **24**
 5 9 10 **24**