

## Web Site Questionnaire

This questionnaire is the starting point in defining the overall goals of your web project. The answers to these questions will help us determine the best direction for content, functionality, and look-and-feel of the site.

### Project

1. What is your business and how will the Web site advance it?
2. What message is the Web site to convey?
3. What are the secondary goals of the Web site?
4. Is this an informational Web site or an avenue for Internet-based marketing or revenue?
5. What are the products/services involved?
6. What are your goals for each of these products/services?
7. What subjects, in order of priority, are to be covered on the Web site? Define at least five separate areas of subject matter and state what is unique each in relation to your business.
8. How does your company differentiate itself from competitors?
9. What are the key reasons why customers choose your company?

### Audience

1. What types of visitors do you want to attract? (primary age group, professions, disciplines, interests, domestic or international)
2. What are your goals for each type of visitor?

### Design

1. Use three or more adjectives to describe how the Web site should be perceived by the user. (i.e. conservative, progressive, friendly, formal, casual, serious, experts, humorous, service-oriented, professional, etc.)
2. Do you have a specific genre, culture, or style in mind for the Web site design?
3. Are there any collateral marketing materials (logo, brochures, publications, corporate identity programs, or posters), preproduction sketches, or media (CD-ROMs, video games, records, or tapes) that the Web site should be consistent with? If so, can it be provided in electronic form?

4. Do you need a new logo or new collateral marketing materials and media to be consistent with the new Web site?
5. Do you desire graphics interactivity and/or multimedia? (i.e. image rollovers and effects, animated GIFs, Quicktime or AVI movies, sound files, PDF downloads, Macromedia Flash animations, and interactivity)

## Content

1. Where will the content come from? Will it be new, repurposed, or both?
2. How often will you add or edit content?
3. Will content be created in-house or created by an outside provider? Will it be provided in electronic form?

## Functionality

1. Does the Web site require advanced functionality ? Check all that apply:
  - survey forms
  - message boards / forums
  - online chat
  - on-site search
  - online games or quizzes
  - interactive demonstrations
  - secure registration & membership areas
  - e-commerce: shopping cart
  - e-mail newsletter signup & distribution
  - PDF downloads
  - other \_\_\_\_\_
2. Are there requirements for e-commerce, such as the ability to process credit card transactions or the development of Shopping Cart strategies?
3. Have you budgeted for web hosting and maintenance of the Web site?
4. Who will maintain the Web site contents? Will you require a Content Management System in order to manage the Web site contents in-house?
5. Is the Web site to be hosted in-house or with another provider? If with another provider, do you currently use an Internet Service Provider (ISP) for email and/or Web site hosting? If so, what is the name and Web site address of the company?
6. What is your long-term plan for the Web site and in what areas do you anticipate the Web site expanding?

## Marketing

1. Briefly, what are your short-term marketing goals ( in the next 2 years)?
2. Do you have an existing or planned marketing strategy in mind to promote this Web site? If so, please describe.
3. What problem do you anticipate this Web site solving? (i.e. change image, increase customer, promote company, etc.)
4. Do you have a domain name in mind? If so, what is it and is it already registered?
5. What methods of distributing the URL already exist within the company?
6. Do you have the staff to respond to e-mail requests?
7. What is your target launch date for this Web site? What are the factors surrounding this deadline? (i.e. marketing campaign, release of new product, etc.)

## Administrative

1. Who are the primary contacts from your organization? Please list names, titles, email addresses and phone numbers if applicable.
2. Who has final approval on the project?
3. What is the estimated budget for this project?

## The Field Trip

This part of the profile is very important. The more work you put into it the more your project will benefit.

Find the three highest quality Web sites (more is better) on the Web that relate to your project in the following categories:

- Appeal to same target group of customers
- Colors, look-and-feel, user interface, layout
- Your competitor's Web sites
- Functionality (things Web sites do for people)
- Community, special features, responsiveness, other categories important to your project
- Overall favorite Web sites (for whatever reasons)