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Web Site Project Definition and Survey

Date:

Project:

Just add in your details (or additional questions) in each category. If something doesn't seem relevant, just say so, but this will really help iron out the details.

General Information

1. What is the site URL? Does it already exist on a server space? Do you have a specific name or title in mind for the web site?
2. What is the intended launch date?
3. Do you have a specific budget range already for this project?

Reasons for the Web Site

1. What do you hope that this web site will do that you didn't have already? Why a web site? What are the primary and secondary goals?
2. Do you have an established look, logo, or branding that you want to maintain consistency with?
3. Will this site be complementing any other form of promotion or dissemination of information?

Web Site Audience and Their Experience on the Site

1. Do you have any ideas about what your typical site visitor will look like (i.e. basic demographics)?



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2. What is the primary “action” that you’d like visitors to take when coming to the site (i.e. buying something, joining something, looking for info, watching media)?
3. How are people going to find out about this site? How will it be promoted externally?
4. How much traffic to the site do you expect? Will it be important to measure any particular types of traffic?

Perception

1. What adjectives would you use to describe how visitors should perceive the new site?
2. Does the desired web site image fit with how the client is perceived offline, or will the web site be adding a new dimension to the client’s image?
3. List the URLs of web sites that you find compelling and relevant to your own project. What specifically do you like about each one?

Content

1. How organized will the content be when you send it to me? What role would you like me to play in organizing and developing content? (“Content” includes all text, images, and multimedia pieces that are not part of the basic overall site structure and design)
2. What is the basic structure of the content and how should it be organized? Do you already have a sitemap or outline for the web site?
3. Describe any particular visual elements that you have in mind (i.e. colors, images, how buttons and menus look)



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Technology

1. Do you have any particular target platform or browser that this needs to work on? (If not, we'll design it for the standard range of contemporary browsers)
2. Are there specific technologies (i.e. Flash, JavaScript, DHTML, etc.) that you would like to use in the site? How do you expect them to enhance the site? Please describe in detail.
3. Do you need to have database functionality (i.e. content management system [CMS], dynamic content generation, personalization/login)? Please describe in detail.
4. Will you have a need for secured transactions (e-commerce)? Please describe in detail.
5. Will you require other specific programming needs (like personalization or search capability)? Please describe in detail.

Updating the Web Site

1. Do you have any particular plans for keeping the web site updated? How often will that happen?
2. Who will be responsible for the updating? What is their technical expertise?
3. How will new content be identified and generated?

Additional Notes and Comments

Anything else you can think of that I should know?