When redesigning a website, it's essential to gather comprehensive insights from stakeholders to ensure that the redesign aligns with their vision, goals, and needs. Here’s a list of key questions you can ask stakeholders to gather the necessary information:

**1. Goals and Objectives**

* **What are the primary goals for the website redesign?** (e.g., increase conversions, improve user experience, modernize design)

*-Update relevant product details as per our latest capabilities.*

*-Align with business goals.*

*-Additional features are to be incorporated e.g. ‘’career’’.*

*-Modernise design.*

*-Improve user experience.*

*-Increase conversion rates.*

*-Optimise for search engines.*

*-Enhance visual appeal.*

* **What specific outcomes are you hoping to achieve with this redesign?** (e.g., higher engagement rates, reduced bounce rates, better SEO rankings)

***-****Strengthen brand perception.*

***-****Improved content management.*

***-****Enhanced user comprehension of our products and services.*

*-Effectively execute business outreach on the basis of industry/sector oriented applications.*

* **Are there any business objectives that the website needs to support?** (e.g., lead generation, brand awareness, customer support)

*-Lead generation.*

*-Brand awareness & positioning.*

*-Promote PCC on Make in India (Indigenisation) platforms.*

*-business outreach on the basis of industry oriented application.*

*-Talent acquisition.*

**2. Target Audience**

* **Who is the primary audience for the website?** (e.g., customers, clients, partners, investors)

***-****customers, clients, partners and prospective investors*

***-****Students, Scholars & Researchers (talent acquisition)*

* **Are there any secondary audiences we should consider?** (e.g., job seekers, media, community)

**-**please educate us who the secondary audience could be

* **What are the key characteristics and needs of these audiences?** (e.g., demographics, preferences, behavior patterns)

**-**Unknown

* **How do you want your audience to feel when they visit your website?**

*-To feel the relevance; well informed of our capabilities and its details.*

**3. Content and Messaging**

* **What key messages do you want to convey on the website?**

-*that the company is agile and is full of plans for future growth*

* **What types of content will be featured on the site?** (e.g., blog posts, videos, case studies, testimonials)

**-**datasheets, brochures, white papers, blogs, vlogs, etc

* **Is there any existing content that should be preserved, updated, or removed?**

*-perhaps yes*

* **Are there specific calls to action (CTAs) that are important to include?**

*-needs explanation*

**4. Current Website Analysis**

* **What are the main strengths of the current website?** *- None*
* **What are the primary pain points or issues with the current website?** (e.g., navigation difficulties, outdated design, slow loading times)
* **Are there specific pages or features that are not performing as expected?**
* **Do you have any analytics data or user feedback that highlights current challenges or opportunities?**

**5. Design and User Experience**

* **Do you have a specific design style or brand guidelines that need to be followed?** (e.g., colors, fonts, imagery)
* **Are there any websites (competitors or otherwise) that you like or dislike in terms of design and functionality? Why?**
* **What kind of user experience do you want to create?** (e.g., minimalistic, interactive, informative)
* **How important is mobile responsiveness, and are there any specific requirements for mobile users?**
* **What new features or functionalities would you like to see on the redesigned website?** (e.g., search functionality, customer portal, interactive tools)
* **Are there any current features that need improvement or removal?**
* **Are there any third-party integrations or tools that must be maintained or added?** (e.g., CRM, marketing automation, e-commerce)

**7. Technical Considerations**

* **What platform or CMS is the current website built on, and are there any preferences for the new site?**
* **Are there any specific technical requirements or constraints?** (e.g., security, compliance, accessibility standards)
* **Who will be responsible for maintaining the website after the redesign?** (e.g., in-house team, external agency)

**Reference websites:**

<https://www.curtisswrightds.com/products/flight-test/data-acquisition/acrakam500>

<https://www.l3harris.com/all-capabilities/airborne-telemetry>

<https://www.baesystems.com/en/our-company/our-businesses/intelligence-and-security/capabilities-and-services/products/other-capabilities/telemetry>

<https://www.rtx.com/>

<https://www.boeing.com/#innovation>

<https://www.collinsaerospace.com/>

<https://www.halcousa.com/>

<https://www.kpit.com/>

<https://www.mistralsolutions.com/>

**Points as features for reference:**

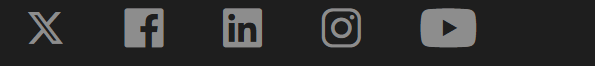
* 1. <https://www.curtisswrightds.com/products/flight-test/data-acquisition/acrakam500>
  2. <https://www.l3harris.com/all-capabilities/airborne-telemetry>

-Very defined and user friendly interface. The content is presented clearly to ensure a thorough understanding of the products, focusing on their applications and implementation.

-The logo on the website tab as ‘CW’ is easily identified which is necessary for brand recall.

-‘Request for Quote’ feature to get in touch with the sales team is good.

-“Related Resources” section for further and cross linked information is advantage.

* 1. <https://www.baesystems.com/en/our-company/our-businesses/intelligence-and-security/capabilities-and-services/products/other-capabilities/telemetry>
* “What do we do” section with video is interesting and well defined.
*  Social media platform links.
* Good ‘career’ page and its content.

* 1. <https://www.rtx.com/>

-Good home page.

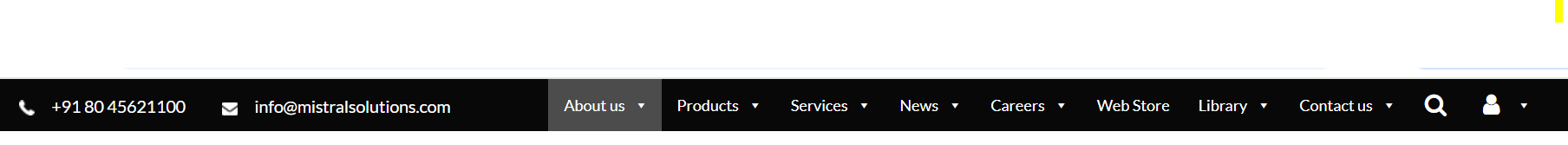
-Good ‘investor’ page.

* 1. <https://www.safran-group.com/products-services/flight-test-instrumentation-and-telemetry-systems>

-Good website theme and choice of colours.

-Good interface of products display, description & its clarity.

* 1. [https://www.mistralsolutions.com/](file:///C:\Users\bdmkt.PARKCONTROLS\AppData\Local\Microsoft\Windows\INetCache\Content.Outlook\1Q48CMDI\6.%20https:\www.mistralsolutions.com\)

-nice menu tab

* 1. <https://www.bharatforge.com/businesses/aerospace>
  2. <https://www.kpit.com/>

-Creative website interface.

* 1. <https://www.tse-systems.com/>

-Very good clarity of background colours and home page theme.