

Requirements Gathering Questionnaire

1. What is the target audience?
2. How many pages should the website have?
3. Do you have existing branding and/or colours, if so, should the design be based on them?
4. Do you have a site name and/or domain name?
5. Do you have a deadline?
6. Do you have social media presence? If so, how much is it used?
7. What are the highest priority goals?
8. Are there areas of the town to highlight?
9. How will success be measurable?
10. What is your Unique selling point, if any?
11. Are there other companies involved?
12. Any Ecommerce?
13. Are you aware of GDPR and cookies? If so, does your website need to address them?
14. Why do users visit the site?
15. Should the user be able to contact you? If so by what methods?
16. Do you have images and/or media?