

Website Needs and Assessment

Company Information

What does your company do?

What is your role in the company?

Does the company have an existing logo, brand, or identity guidelines?

What is your current web address?

Goals, Objectives, and Target Audience

What is the main message you wish to convey to your audience?

What are the secondary objectives you hope to achieve?

What are the goals you wish to reach with this website?

Who is your target audience? Are there any common demographics, such as age, sex, or physical location?

Perception

Use three adjectives to describe how the website should be perceived. (Examples: conservative, flashy, progressive, friendly, serious, professional)

Is this different from your current image?

What do you feel is the biggest challenge in getting this image across to your audience?

How are you currently perceived?

Competition

List sites of competitors site and briefly state what you like and dislike about their overall site.

How do you differentiate yourself from competitors?

What are the key reasons customers choose your company?

Action

What is the primary action you wish your audience to take from the main page of your site? (examples: download, browse, move along a specific path, email, order, explore, click button, call via phone, etc.)

What is the primary action you wish your audience to take before leaving you site? Is it the same action as #1? If not, please describe.

What elements are key items you wish to be available on every page?

Content

What information do you wish to provide online?

Will this website use existing content? If so, what is the source and who is responsible for approval? If not, who will be producing the content?

What content needs to be written or produced?

What is the basic structure of the content and how is it organized?

What elements should appear on every page?

Design

Colors

What colors do you want to use for your website?

What colors do you not want to use for your website?

Typography

What fonts do you want to use for your website?

What fonts do you not want to use for your website?

Imagery

What imagery do you want to use on your website?

How will you purchase/license the imagery?

Multimedia

How will you use video or animation content on your website?

Development**Technology**

What is your target platform?

Are there specific technologies you would like to use?

Will you need database functionality?

Administration

Do you want to be able to administer your website?

Website Hosting and Domain Ownership

Do you currently have website hosting services? If so, who do you host with?

Do you own your domain name? If so, which company holds your domain?

E-Commerce

Will you be accepting payments through your website?

Will you be using a 3rd party payment processing company? If so, which company?

Social Media

What social media networks do you currently use?

How do you want your website interact with those social media networks?

Marketing

What are your short-term marketing goals?

How will this website help to reach those goals?

How will you promote this website?

What do you feel is your number one business problem?

Timeline and Budget

What is your project timeline and budget?