For Site Owners/Developers/Designers: (Laura A Mansfield <lmans@uw.edu>)

1. What are the top priorities for the website redesign?
2. What are the functional priorities for the new site?
3. In your opinion, What are the biggest weaknesses on the current site that the new site should solve?
4. Do you have data to indicate that these weaknesses are in fact weak points?
5. What does work well on the current site that you think should be left untouched? How do you think these things could be improved?
6. Is there any content that should be retired as we move to the new site?
7. What are some key constraints we face when redesigning the website?
8. How does developing for desktop, tablet, and mobile versions differ? Is more effort put into one over the other?
9. *Besides the primary audience, which secondary audiences use the site the most, and for what do they use it?
10. What is the frequency of use for our primary audience? Is there a specific time period or time of the year?
11. Which website sections do visitors spend the longest periods of time in it?
12. What are the top five searched words on the website?
13. What parts of the website are visited the most?
14. What parts of the website are visited the least?
15. What are the least visited sections from the top bar menu?
16. What are the typical tasks that users will need to perform on the new site?
17. Which tasks are critical for users' success on the new website?
18. What action(s) should the new website's homepage entice the user to take?
19. How do we want the users to perceive UWB's brand?(in a few words)
20. How should the success of the new website be measured?
21. Are there any marketing activities that will drive traffic to the website?
22. Is there any other information that we should know or be aware of ?