This document contains few questions for you to answer that will help me to put a proposal together for you.

Interview Topics:

Goals and Target audience
Content
Design requirements
Delivery requirements

Goals and Target audience:

Goal of the web site (purpose). Identify three long goals of your website.

Describe characteristics of the target audience (age range, reading level, special requirements, disabilities)

What should the site inspire the audience to do after they visit?

Key information you want the audience to gain from your site?

Use some adjectives to describe how you want the target audience to perceive your site (prestigious, friendly, corporate, fun, innovative, serious, crazy, etc.)

Content:

What should be the title of the web site?

What topics/ pages should be covered in the web site?

Are there any key functions you would like the site to have? i.e. a gallery, contact form.

Design Requirements

Do you have any colours or fonts in mind?

Are they any colours or fonts you **don't** want used on the web site?

Describe specific elements or links of you like in others web sites (navigation, colours, layout)

Delivery Requirements:

What browsers should support? (IE, Firefox, Safari)

What platforms should the web site support? (Windows, Mac)

Do you have a budget? If so, how much?

Do you have a deadline in mind?

Is there any another information you think might be useful for me to know?

Thank you

Tania Lopes
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