

1. Define purpose/vision for the site

- * What is the purpose of the site?
- * What are the goals of the site?

2. Develop goals for the site

- * How would you define a successful website for this project?
- * What does success look like? How will you know when you have been successful?
- * How would you describe the site?
 - * From the company's viewpoint?
 - * From a user's viewpoint?

3. Define audiences and goals

- * Who are the users of the site? (Primary and secondary users)
- * How would you describe the users? (User characteristics, such as age, experience, education, etc.)
- * Why will they come to the site? (User needs, interests, and goals)

4. Conduct task analysis and prioritize tasks

- * What will users do on the site? (User tasks, content, features and functionality)
- * Which tasks are critical to users' success on the website? (Criticality)
- * Which tasks are most important to users? (Importance)
- * Which features of the site will users use the most? (Frequency)
- * Which features are prone to usability issues? (Vulnerability)
- * What will compel users to return to your website?

5. Determine measurable usability objectives

- * Which tasks should users be able to accomplish easily with few errors? (Efficiency)
- * Which tasks should users be able to finish quickly and efficiently? (Effectiveness)
- * What level of satisfaction should users have after using the site? (Enjoyability)

6. Discuss expectations, requirements and preferences

- * What is your vision of what the site should do?
- * Are there any restraints, mandates, or guidelines for the site?
- * Are there any sites you would like to model or a particular style that you prefer?
- * What characteristics/attributes/attitude should the site convey to users?

8. Identify available resources and training needs

- * Do you have content writers skilled in writing for the Web?
- * Are there graphic designers on staff?
- * Who is in charge of site marketing and promotion?

10. Timeline and Project Plan

- § Are there current mandates or deadlines in place requiring you to complete your project by a specific date?
- § Can you think of any issues that may arise that could delay your project completion? If so, do you have a plan for ensuring that the project moves forward?
- § When do you want to complete the project?
- § Do you have the available resources to complete your project on time?
- § Who will be responsible for managing the project plan and timeline?

Other concerns: