

Web development worksheet

Client input is the foundation upon which successful web sites are built. This survey will help you identify and articulate the overall goals of your site development.

1) GENERAL INFORMATION

- a) What are the main reasons you are redesigning your site (or launching a new site)?
- b) What is the name of your company and your current (or intended) URL?
- c) Who are the primary contacts from your organization and who has final approval on the project? Please list names, titles, email addresses and phone numbers.
- d) What is your intended launch date for the new site? Are there any outside considerations that may affect the schedule (e.g., PR campaign launch, trade show, annual report, etc.)?
- e) Do you have a specific budget range in mind for this project? Can this project be divided into phases in order to accommodate budget and timing constraints?
- f) What sites do you find compelling? What specifically do you like about these sites?
- g) How is your company or your web presence different from your competition?
- h) What specifically sets you apart from your competition?
- i) What areas of the current site are successful and why?

2) PROJECT SUMMARY

- a) What is the basic overview of the project?
- b) What is the overall message you are trying to convey to your target audience?
- c) Will this site use existing content from your current site? If not, will you be creating the content inhouse or using an outside provider?
- d) What is primary goal in launching a new site? Your secondary goals? Your long-term goals?

3) AUDIENCE PROFILE

- a) Who is your target audience? What is the age range and gender of a typical user? Occupation? How frequently are they online, and what types of activities do they do on the web?.
- b) What is a typical task the user might perform on the new site? For example: register, log-on, search for information, buy a specific product, send their email address, call for more information, etc.
- c) What does the target audience currently think and feel about your company and your current web site?

4) PERCEPTION AND TONE

- a) What specific areas of your current site do you feel are successful? Why are they successful?
- b) How important is it to maintain your current look and feel, logo, and branding?
- c) What do your current customers feel about your company?
Why do they choose you over your competition?
- d) What do we want your target audience to think and feel about the new website?
- e) What adjectives can be used to describe the way your website and company should be perceived?

5) TECHNOLOGY

- a) What is your target platform and browser (if you know)?
- b) Will your site require animation (Flash®), audio, video, or other rich media? How will they be used to enhance the user experience?
- c) Will your site require database implementation? How will it be used to enhance the user experience?
- d) Will your site require secured transactions or e-commerce? Do you already offer transactions online?
Please explain in detail.
- e) Are there specific technologies (specifically Flash®, streaming or downloaded audio/video, database, content management, and -commerce) you would like to use in the site? How will they be used?
- f) Will you require other specific programming needs (personalization, search capability)?
Please describe in detail.

6) UPDATING

- a) Do you intend to keep the site updated? How often?
- b) Who is responsible for updating and providing content? Are they well versed in HTML? Are they comfortable using Dreamweaver or other WYSIWYG web editing tools, or willing to attend training?
- c) Will you need online content management tools for updating your site? What type of content will need to be delivered through the system?