

Web Design Questionnaire

Form II

Introduction

We believe that a website should be more than just pretty. A good website should set out to solve problems and achieve clear goals, and maybe look pretty along the way. As every business has different aims in mind your website should be tailored to address **your** needs. To help us achieve that, we have prepared the following questionnaire to help you articulate and identify the overall goals of your site design. It includes specific questions regarding message, audience, content, look and feel, and functionality. Simply answer each of the questions in a thorough but brief and clear manner, and add any additional notes or comments at the end of the survey.

1. General Information

I.1 What is the name of your company and your current (or intended) website address?

I.2 Who are the primary contacts for this project?
Please list names, titles, email addresses and phone numbers.

I.3 What is your intended launch date for the new site?

I.4 Are there any outside considerations that may affect the schedule?

For example: a PR launch, trade show, annual report, etc.

I.5 What is the allocated budget for this project?

2. Current Site

2.1 Who currently hosts your site?

2.2 Do you feel your current site promotes a favourable user experience? Why? Why not?

2.3 What specific areas of your current site do you feel are successful? Why are they successful?

2.4 What shortcomings exist with the current site and what three things would you change on the site today, if you could?

2.5 Have you conducted usability tests on your current site? If so, how long ago?

Please include any reports or findings.

3. Objectives

3.1 What are the main reasons you are redesigning your site?

3.2 List the objectives of this project in order of importance. *For example: increased sales, marketing/branding awareness, reduce customer service calls, etc.*

3.3 What is the main business problem you hope to solve with the site redesign?

How will you measure the success of the solution?

3.4 What existing strategy (both on and offline) is in place in order to meet the new business objectives?

4. Audience

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- 4.1 Describe a typical user coming to your site.
For example: age, gender, profession, income, interests, how often is the user online and what does s/he generally use the web for? Profile more than one type if appropriate.

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- 4.2 What is the primary “action” the user should take when coming to your site?
For example: make a purchase, become a member, search for information, etc.

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- 4.3 What are the key reasons why the target user chooses your company’s products and/or services?
For example: cost, service, value, etc.

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- 4.4 How many people access your site on a daily, weekly or monthly basis? How do you measure usage?

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- 4.5 Do you forecast usage to increase over the next year and by how much?

5. Perception

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- 5.1 Use a few adjectives to describe how the user should perceive the new site.
For example: prestigious, friendly, corporate, fun, forward-thinking, innovative, cutting edge, etc.)

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- 5.2 Is this different than current image perception?

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- 5.3 How is your company currently perceived offline?

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- 5.4 How does your company differentiate itself from competitors?

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- 5.5 Please list any competitor websites.

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- 5.6 List a few websites you find compelling. What specifically do you like about these sites?

6. Content

6.1 Will the copy for the project be written in-house?

6.2 If not, do you require any copy-writing services?

6.3 What is the basic structure of the content, and how is it organised?

Is it a complete overhaul of the current site, or an expansion?

6.4 Do you already have a logo or branding materials such as stationery or business cards?

6.5 Describe visual elements or content which should be utilised from your current site or marketing materials.

For example: colour scheme, navigation, naming conventions, etc.

6.6 How will the content of this site expand or differ from your current site?

6.7 Do you already have a sitemap or outline for the proposed redesign?

6.8 Will the new site require additional photography?

7. Technology

7.1 What is your target platform and browser (if you know)?

7.2 Are there specific technologies you would like to use in the site?

For example: Flash®, DHTML, JavaScript, video etc.

7.3 If so, how will they enhance the user experience?

7.4 Do you require database functionality?

For example: dynamic content generation, search capabilities, personalisation/log-in, etc.

7.5 Do you already have a database in place?

7.6 Will you need secured e-commerce transactions?

8. Marketing & Updates

8.1 How do most people find out about your current website?

8.2 Briefly, what are your short-term marketing plans?
Specifically for the site redesign and the 12 months following launch.

8.3 Do you have an existing or planned marketing strategy in mind to promote this site redesign?
If so, please describe.

8.4 How often will the site need updating?

8.5 Who will be responsible for these updates?

9. Additional Comments

9.1 Please use this space for any additional comments or notes that you feel may be of benefit.

Fin. Thanks for taking the time to fill out this questionnaire. You can email this to info@lostmotionassembly.com.