

# Goals & Intended Audience

This questionnaire is the first step in our development process. It's important that we understand your organization, your needs, and your budget to build a successful product that reaches your intended audience.

By taking time to provide answers to the questions below, you are supplying valuable information to us, information that we need before we can accurately define project goals and time frames.

Please answer each question to the best of your ability, but feel free to leave blank anything that you feel doesn't apply to you, or is unclear in any way.

## Web site Specifics

1. As far as site architecture goes, what should be included? (e.g. About Us, Blog, Products, Services, Contact us, etc.)?

2. Rank the following 10 items in order of importance, on a scale of 1 (most important) to 10 (least important):

- A web strategy that fits with our marketing strategy
- Re-purposing existing content
- Creating a community of dedicated visitors
- Quality execution (graphics, writing, navigation, etc.)
- Time to market
- Ease of maintenance
- Doing better than our competition on the Web
- People bookmark the site because they get so much out of it regularly
- Staying within the budget
- Sending the message that we know the Web and use it appropriately

4. If you know of any thing within the website that will require a unique design or functionality, please list what they are (e.g. animation, video, graphics, etc...)

## Audience, Content, and Functionality

### Audience

1. Describe the primary audience for your website?

1.a. Describe any secondary audiences?

2. What are your goals for each type of visitor?

## Content

### 1. Do you have a “Content Template Document” which contains written copy for each page?

In our past experience with website creation, this can be a major bottleneck near the end when it's time to create the product listings. I've attached an example content template for product, titled “Content-Template” which should help you get started

2. Where will content/copy come from for each page of the site (perhaps it will be new, repurposed, or both)?

## E-commerce

1. Will the website need to have any shopping carts or similar? Please describe.

2. Have you made online payment arrangements or set up a merchant account? Please describe.

## Competitive Analysis & Design Elements

This part of the survey will help us get some general ideas of what you want your site to look like and what feelings and ideas you want it to portray.

Find three sites on the Web (more is better) that you feel relate to your project in the following categories and write down their URL's (domain name addresses – www.something.com for instance) so we can look them up (you may use the same URL in different areas if you feel it appropriate).

1. Branding in a similar situation to yours (this could be a new company, new brand, established brand, etc.)

2. Appeal to same target group of customers

3. Colours, look-and-feel, user interface, layout

4. Your competitors' sites

5. Overall favourite sites (for whatever reasons. Please, describe why you like each site)

## Tagline

In general the tagline is six to eight words and appears under or around the Logo or Site ID. The tagline needs to be clear and informative. It should sum up what your business is and what makes it great. It should not be vague or generic. Why is a tagline necessary? If the viewer randomly follows a link to your site the tagline should help them understand what your business and website is about. An example taglines are “We make great websites”, “All the News that’s Fit to Print”, “Exceptional commercial real estate representation”, “Specializing in spectacular photography, video, graphic design, and printing”. By reading those taglines you already know what their website is about and you haven’t even seen it.

A tagline is different from a motto or a mission statement. A motto is more vague and doesn’t describe your service or business, while a mission statement tends to be too long and wordy.

My tagline is:

Please feel free to add any additional comments, information or observations on additional pages.

Thanks for completing this questionnaire,

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