

Questionnaire document

We have devised this list of questions to help you think about what you want out of your website. Please note this is a generic questionnaire, not all questions are applicable to every situation.

1. What do you want the site to do?

Prioritise purposes and goals - e.g.. communicate a message, deliver image or text content, advise people, stimulate debate, increase membership, sell products or services etc.?

2. Who is your competition?

- Please list your main competitors and their websites
- Please indicate any that you particularly like and why
- Please indicate any that you particularly dislike and why

3. Who do you want to reach?

Who is it aimed at, and the profile of different audiences?

Prioritise audiences - e.g.. age range, disabilities, location, user-needs, web-savvy, government, volunteers, etc.?

4. How should the site look?

Prioritise descriptors - e.g.. efficient, authoritative, secure, colourful, friendly, live, international etc?

If appropriate to the project please supply any logos, brochures or other print based design that has been created for this brand that you would like the site to follow in terms of style.

Are there any websites that you particularly like / dislike (that you haven't listed in your competitors list above)?

5. Do you currently have a site and if yes what are your main complaints

6. How should your new site work in terms of functionality?

Prioritise usage - e.g.. very structured or more browsable, accessibility issues addressed, updated hourly, daily, weekly, edited online.

7. What are the technical issues?

Prioritise attributes - e.g..

- instantly updatable by the customer or updatable by your web designer
- speed of download – consider if your site needs to be accessible across the globe on all types of connection or are you mainly delivering content to large corporate clients on faster connections. Consider if you need to think about mirror sites and / or a low-bandwidth site version (only really applicable if you need to cater for remote communities Worldwide)
- secure access – consider what levels of administration you require. Is there one main administrator or many levels of administration.
- e-commerce – do you require ecommerce facilities, such as shopping basket or online donation.
- accessible to blind users or those who cannot use a mouse – do you need to adhere to any government guidelines?
- load balancing - think about the type of content you will be serving – videos, hi-resolution downloads, what are your expected traffic levels?
- Any other issues pertinent to your company / situation

8. How will the site be maintained, edited and improved?

- Content managed site accessed by one administrator (i.e.. you) or a group of editors requiring individual access.
- Edit history functionality where all changes are recorded and can be reset?

9. What is the Site's URL and associated email requirements?

What domain names do you have registered and who maintains these at present?

Is there any email associated with the domain that you wish your web company to handle?

Do you require any further domain names purchased and if so for what purpose?

Do you have hosting arranged or do you require the site to be hosted for you?

If you have hosting arranged, please provide details of server and necessary access codes.

10. Site map

Please provide a site map - a basic listing of page names and brief description of any special features, i.e.. forms, etc.

11. What is the deadline?

Think about when you NEED the site to be launched, what promotion needs to be done prior to launch? We will need a testing period built in where you and I will test the system and any bug fixes will take place - depending on the size of the site, you should allow 1 - 2 weeks for this process.

12. What is your search engine expectation?

What are your expectations in terms of search engine listings? Think about the keyword phrases that you want to be listed for and think about the importance of each keyword phrase. Which ones are ideal and which ones are essential?

Kind regards



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