



Project Planning Questionnaire

Your responses to the items in this brief questionnaire will help us better identify your needs.

Goals and Requirements:

1. What are the primary goals of the site? (to sell, inform, engage)
2. What key message should the Web site should convey about your product/service?
3. Who is your primary audience? (describe interests, needs, skills)
4. Do you expect the site to attract other (secondary) audiences?
5. What are the anticipated audience's technical capabilities? (browser version/type, speed of connection, skills, plug-ins)
6. What is your budget? (Please provide a minimum range.)

Tone and Personality:

1. What are the key strengths of your product/service?
2. What are the weaknesses of your product/service?
3. Describe your product(s)/service(s) as if a person (serious, energetic, conservative, young, reliable, fun, liberal):
4. What Web sites (competitors, similar companies, unrelated companies) do you admire? Why?
5. Are you open to discovering new ideas to help convey your message?

Site Specifics:

1. Does the Web project require improvements to your visual identity (logo, branding, etc.)
2. Is there existing content (text/graphics) or will we need to create new content?
3. Have you created an index or listing of the required content for your Web site? (identifying sections, pages, features etc.) or would you like that to be part of our project process?
4. Will the site capture user data? (feedback forms, order forms, questionnaires, etc.)



Organizational:

1. What information will change? (how often and how extensively). Will content be dynamic? - i.e. drawn from a database. Is there an update schedule?
(daily/weekly/monthly/quarterly)
2. Who will approve the work and direct the project?
3. When does the site need to be completed?
4. What are the plans to promote the site? (who is responsible for promotion, print/online?)

Technical:

1. Where will the pages be served?
 - a) on your in-house server;
 - b) at an Internet Service Provider
 - c) I don't have an existing provider