



web site needs analysis

message

1. What is the primary message you wish to convey to your audience with this site?
2. What are the secondary objectives you hope to achieve?
3. What are the overall goals you intend to reach with this site?
4. Who is your target audience? Is it different from your current customer profile?
(Please describe in detail)
5. How does the company differentiate itself from competitors?
6. What are the key reasons why customers choose your company?

perception

1. Use three adjectives to describe how the site should be perceived by the user.
(examples: conservative, progressive, friendly, formal, casual, serious, energetic, humorous, professional)

2. Is this different than current image perception?

3. What do you feel is the biggest challenge in getting this image across to customers?

4. Describe any visual elements or styles that can be utilized from existing marketing materials or collateral.

5. How is your company currently perceived? Do you wish to carry the same kind of message through the site?

6. List any sites you find compelling. What do you find most interesting about these sites?

7. List sites of competitors site and briefly state what you like and dislike about their overall site.

action

1. What is the primary action you wish your target user to take from the main page of your site?
(examples: download, browse, move along a specific path, email, order, explore, click button, call via phone, etc.)

2. What is the primary action you wish your target user to take before leaving you site?
Is it the same action as #1? If not, please describe.

3. What elements are key items you wish to be available on every page?

content

1. Will this site use existing content (copy, art, photos, etc.)? If so, what is the source and who is responsible for approval? If not, will you be creating content in-house or will our group provide content?

2. What is the basic structure of the content and how is it organized?

(examples: is the text now on disk or will it need to be keystroked? Are images optimized for the web or are they images used for print? If digital, is it available in PC or Mac format? Is all the content organized in one location, or is it spread across the organization?)

3. What elements do you see as “globals” or appearing on every page?

marketing/updating

1. Briefly, what are your short-term marketing goals (in the next 1-2 years)

- 2 How do you anticipate this web site helping to reach those goals?

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

4. What do you feel is your number one business problem?
(examples: change image, increase customers, promote company, etc.)

5. What methods of distributing the URL already exist within the company?

6. Do you intend on keeping this site updated? If so, how often? Who is responsible for updating and providing content?

legal

1. Are there cultural factors that will effect the interface design?

2. What are the legal issues that require attention

(examples: copyrights, trademarks, servicemarks, trade secrets, patents, etc.)

3. What internal political issues need to be considered when developing the site?

additional comments/notes