



Project Questionnaire

The following questionnaire is designed to help define the overall goals of your digital project, including theme, brand, messaging, functionality, content and look & feel. While all areas may not seem applicable to your situation, please try to answer as many questions, in as much detail, as possible. This information will be used to create a rough plan for completing your project, including estimated costs and timelines.

I. Project Background and Goals

1. Please provide a brief overview of your organization, including primary products and/or services, target market and sales cycle.

2. Who are your competitors? What do you like or dislike about their web sites?

3. What would you consider to be your number one business problem(s) (e.g., high customer service costs, little or no brand awareness, inefficient communication with customers/clients, etc.)?

4. How do you see your web strategy contributing to your overall business strategy, and/or to the problem(s) you listed above?

5. What are the primary goals of this project (e.g., branding/identity reinforcement, brand awareness, improved access to information, direct sales, corporate communication, management of internal documents and/or content, etc.)?



6. Are there any secondary objectives you hope to achieve?

7. How will you measure success for this project?

8. What is your long-term plan for your web site?

II. Audience, Action & Content

1. Who is your target audience? Is there more than one (e.g., clients, potential clients, investors, students, employees, etc.)? Describe in detail.

2. Do these different audiences have different needs? If so, what are they?

3. What primary action(s) do you want visitors to take (i.e., what do you want them to be able to do?) from the main page of your site (e.g., browse, search, login, view news, send email, call, explore, etc.)?



7. How is your organization currently perceived? Should this message be echoed in your web site, or do you wish to convey a new/different image?

8. How will the web site support or renew existing branding and/or marketing strategies?

IV. Technical & Functional Specifications

1. What is your target platform and browser? Will the site need to be accessible on wireless/handheld and other internet devices?

2. Will the site require database functionality? Do you currently have a database that needs to be adapted for, or incorporated into your web site? Please describe in detail, including specific hardware and software.

3. Are there specific additional technologies you wish to include (e.g., streaming media, Flash, etc.)?

4. Will the site require secure transaction capabilities (e.g. e-commerce)? Please describe in detail.



5. Will the site require content management capabilities? Please describe in detail.

6. What other functional requirements do you believe to be necessary?

7. How and where will the site be hosted? Please describe in detail.

V. Administration

1. Who are the decision makers for this project? Who has final approval? Please provide names, titles, email addresses and phone numbers where applicable.

2. What are your schedule requirements? What is the target launch date?

3. Are there extraordinary factors surrounding the desired deadline?



4. Competitors' sites:

5. Favourite sites (for whatever reasons):