

Website Development Questionnaire

Corporate Identity:

Company Name (Legal): _____
Company Name (Branding): _____
Company Tag Line: _____
Company Phone Number: (____) ____ - _____
Company Fax Number: (____) ____ - _____
Address: _____
Other contact information (store hours / when phones will be answered, if relevant)

Domains and hosting:

Main Domain Name: _____
What other domain names do you own? _____
Do you have web hosting? If so, what type (IIS, Apache?) _____
Other related information (ftp requirements, ftp passwords, etc.)

Briefly describe what your company does:

Adjectives:

Please list 5 (or more) adjectives that you think describe your company or should describe your company in order of relevance / importance

Competitors:

Are there any websites that you would consider your "competition"? Feel free to provide more information on how they are your "competition", but, at minimum, provide for each competitor, include the company name, web address, and a list of "keyterms" that describe what they do and/or sell.

Favorite Sites:

Please list 5 websites you like. Include the URL, what you like about each site, and what you would improve upon.

Website Development Questionnaire

Least Favorite Sites:

Please list 5 websites you don't like, include the URL. What don't you like about these sites? What redeeming qualities do they have?

Products / Service:

List the top ten products / services you provide

Selling points:

Tell us why you, your products or your services are better than your competition (both online competitors from question 3, and offline competition)

User goals:

Why do you think people will visit your site? When people don't know you exist, why would they find you or happen upon your site? Why would they come back? If they do know you, why would they take the time to visit your site?

Target Audience:

What types of visitors do you want to get? Who is your target audience? (age, education, and other demographics? Job status? Economic status? Role in the community?) Describe your "average" visitor as best you can.

Website Development Questionnaire

Secondary Audience:

What other visitors is your site going to get? Job seekers? Board members?

Technical:

How technically savvy is your average visitor?

Accessibility & Usability:

Will web visitors have any special needs? (eyesight, language, mobility, reading level?)

Site Purpose:

What do you want the visitor in question 11 (and 12) to do when they get to your site? What are your goals for the web site in terms of visitor actions? What do you think your site visitor should accomplish on your site?

Site Goals:

What are your goals for the web site in terms of you company goals? How is your site supposed to help your business? What is the purpose of your site?

Site Analytics:

What are your goals for the web site in terms of popularity and virality? What type of exposure do you anticipate your website, when "successful" should achieve?

Site Features:

What features do you think your website should include? (calendar, forum, login, price comparison chart, contact form, anything?) For each feature, please state the goal of said feature.

Website Development Questionnaire

Site No-Nos:

Do you have any definite remarks on what you DON'T want to have on your website? (Flash, splash page, the color pink?) Sharing why you don't want a feature will help me get an understanding of your user experience tastes, so feel free to elaborate.

Other

Why did you choose Forshock? Anything else we should know? Comments?

Product Manager:

Company Contact(s) Information for web decisions

Primary Contact Name: _____

Primary Contact Email: _____

Primary Contact Phone: (____) ____ - _____

Secondary Contact Name: _____

Secondary Contact Email: _____

Secondary Contact Phone: (____) ____ - _____

Billing Contact

Company contact information for Contracts & Billing:

Contact Name: _____

Contact Address: _____

Contact Email: _____

Contact Phone: (____) ____ - _____

Information & Notes

Forshock notes and comments

Date: _____ Operator: _____