

# PROJECT PLANNING QUESTIONNAIRE

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*The following questions are designed to help define and articulate the objectives for your website design. Feel free to share this survey with anyone in your company/organization who might have valuable input about your site's goals.*

## **COMMUNICATION OBJECTIVES AND MESSAGE**

1. What are the main reasons you are developing a website for your company/organization?
2. Briefly describe your company/organization, its mission, culture, and products or services.
3. How do you envision that your website will support your company/organization and client/customer base?
4. What is the single purpose of the new site and/or the most important message that you wish to communicate to your website audience? What are your secondary objectives/messages?
5. What goals do you hope to reach with your website? Discuss both short and long term goals/plans for the site.
6. How does your website fit in with your current marketing mix and the overall business objectives of your company/organization?
7. What are you hoping to achieve with your website and what is your measure for success?

## **AUDIENCE**

1. Who is your target audience for your website? Does this audience differ from your current client/customer profile?
2. Do you anticipate that your website would be used most by current clients/customers, prospective clients/customers, or others?
3. Imagine a typical user of your website. Profile and describe this user in detail. Why is he or she coming to the site? How old is the user? What is his or her education and income level? What does he or she do for a living? How often is the user online and/or how computer or web savvy is the user? (Profile more than one target user if appropriate.)
4. What are the main reasons why your current clients/customers choose your company's products and/or services? What are the main reasons a client/customer/member would visit your website? What need does the site fulfill for them?

## PERCEPTION, LOOK AND FEEL

1. Describe what you want your audience to *think* and *feel* when viewing the site.
2. Use a few adjectives to describe how the user should perceive your website. (e.g. prestigious, professional, friendly, well-established, corporate, fun, elegant, cool, innovative, trustworthy, reliable, secure, cutting edge, etc.).
3. Do you have any specific visual concepts or branding attributes that you would like the site to convey?
4. How is your company/organization perceived offline? Do you wish to use the same kind of branding/identity/message online?
5. Can you think of any comparative branding or brand positioning that can inform your site design? (e.g. If your website was a food, beverage, or consumer product what brand is this product or what branding attributes apply to your site? For example, if your website was a car, what brand of car would it be and why? Or, is there another company whose brand positioning you admire or would want to emulate?)
6. If a website visitor had only 10 seconds to spend on your site, what do you hope they would come away with?
7. Who are some of your competitors? Please list any competitor URLs if you know them. How does your company/organization differentiate itself from competitors? Why should your customer/client base choose you over your competitors?
8. List any URLs to sites that you like or find compelling. What do you like about these sites?
9. Provide any additional information/description of your intended look and feel for the new site.

## CONTENT, FEATURES AND FUNCTIONALITY

1. What do you expect users to do on your site? Why would users come to your site and what do they want to *do* there? What *actions* would a typical user take? Is there a primary action or particular actions that you would like to encourage? (e.g. read particular information, make contact, make a purchase, register, join an e-mail list, etc.)
2. Describe your planned content for the site (along with information about the information architecture and navigation if you know). Do you have a site map, flow chart, or wireframe(s) developed for your new site? If not, describe the site sections/pages that you are planning in as much detail as possible.
3. Will you be writing or creating new content for your new site, utilizing existing content from your current marketing materials, or both? If you are creating new content, when do you

expect this content will be available? Will you need the services of a copywriter or photographer?

4. Do you expect to include audio, video, animation, and/or advanced multimedia or interactive features on your site? If so, please describe.
5. Do you have any current logos, graphics, photographs, color schemes, or other visual elements/styles in existing marketing materials that you wish to use in your site design? Would you like (or are you open) to redesign any of your current logos or branding graphics?
6. Is there anything that you do NOT want on your site, such as particular colors, graphic elements, text, or other features?
7. Do you have and/or will you require a content management system? If so, what features of the system will you need included? (e.g. updatable blogs or news, comments, forums, multiple authors, etc.).
8. Will you require database functionality (dynamic content generation, search capabilities, member log-in, personalization, etc.) or e-commerce (secured transactions) enabled functions? If so, please describe in detail.
9. Do you envision that many of your users will connect to your site using their mobile phones and/or tablet devices? How important is mobile optimization for your site? Would the content of a mobile site differ from the content of a regular desktop site? Do you imagine that your audience might prefer and/or be better served by a downloadable mobile app than a mobile-optimized site? If so, how and why?
10. Are there specific technologies you would like to use in the site? If so, how do you envision that they will enhance the user experience? Are there any specific platforms or browsers that you need/wish to target?
11. Describe any additional special features, programming, or server-side applications that you may need (if you know).

## **POST LAUNCH — MARKETING AND UPDATING**

1. Do you intend to keep the site updated? If so, how and how often? Are some pages mostly static while others are frequently updated? Do you expect to continue to enlist the support of a web designer for site updates? Do you require that someone from your company or organization is able to make content updates themselves? If so, who is this person(s), what level of access/control should they have, and what is their level of familiarity with HTML/CSS?
2. What is your website's role in your marketing plan?

3. How do most people find out about your current website? Do you have an existing or planned marketing strategy in mind to promote your website? If so, please describe.
4. Do you envision that people will use search engines to search for your company/organization and/or your type of products/services? How important is search engine optimization and placement to your marketing plans for your company and/or site? If you were using a search engine, what words or phrases would you use to find your site?
5. How important is social media to your website's objectives and marketing plans? Do you utilize existing social media sites or campaigns (Facebook, Google+, Twitter, Pinterest, Foursquare, YouTube, Yelp, blogs, wikis, forums, etc.) or need such sites or campaigns developed? Should your website link to, integrate with, and/or encourage social media participation?

#### **ADMINISTRATIVE**

1. What is the name of your company/organization and your current (or intended) URL?
2. Who are the primary contacts from your organization and who has final approval on the project? Please list names, titles, e-mail addresses and phone numbers.
3. Do you require any assistance with web hosting or domain name registration? If not, who is your current web host and what are the details of your hosting package/platform?
4. What is your intended launch date for the new site? Are there any outside considerations that may affect the schedule?

#### **ADDITIONAL NOTES/COMMENTS**