

Questions for Client

1. Are you the primary contact? Would there be anyone else I would be in contact with?
2. What is your intended launch date? Are there any key dates to be aware of with regard to launch? Annual report, PR launch....
3. Do you have a specific budget range already established for this project? Can this project be broken into phases to accommodate budget and timing constraints?
4. What areas of your site do you think are successful? Why?
5. What shortcomings exist with the current site and what three things would you change on the site today if you could?
6. How important is it to maintain your current look and feel?
7. List 3 sites that you like the look and feel of and describe the features, colors, layout, etc that you like about those.
8. What are the main reasons you are redesigning your site? (New business model, outdated site, expanded services, different audience...)
9. What is the main business problem you hope to solve with the site redesign?
10. What are the key reasons why the target audience chooses your company's resources/services?
11. Describe a typical visitor. Give basic demographic data, such as age, gender, occupation, search habits, and as much additional info about this person that you want to share. Provide more than one profile if they vary greatly.
12. Use a few adjectives to describe how your site visitor should perceive the new site. (Examples being... prestigious, friendly, corporate, fun, forward thinking, innovative, or cutting edge). Is this different from the current image perception?
13. How is your company currently perceived offline? Do you want to carry the same kind of message through your website?

14. How does your organization differentiate itself from other organizations providing similar services?
15. Will this website be used by people outside of your company, within your company, or both?
16. What is the primary "action" your site visitor should make when visiting your new site? (become a donor, search for information, register)
17. Will this site use existing content from the current site: If so, what is the source and who is responsible for approval? If not, will you be creating content in-house or using an outside provider?
18. How do most people find out about your current website? What kind of triggers prompt a visit? (referral links, search engine terms)
19. What methods of distributing the URL already exist within the company on and offline?
20. Briefly, what are your short-term marketing plans (specifically, for the site redesign and the 6-12 months following launch)
21. Do you have an existing or planned marketing strategy in mind to promote this site redesign? If so, please describe.
22. How often do you intend to keep the site updated?
23. Who will be responsible for maintaining the new site once it has launched?