

Questionnaire to communicate Website Requirements

Date :

Website Development Process

The process of developing a business website involves three stages of thinking:

1. Thinking about the business aspects of the site such as the business use, content, branding and process integration – *the business requirements*.
2. Thinking about the visual design aspects such as the layout, the graphics – *the creative concepts*.
3. Thinking about the technical aspects of the site such as the architecture, the platform and the applications – *the technical requirements*.

The following questionnaire asks questions that business owners can answer for website site developers – graphic designers and technical developers – so that they can design and build your website to meet your requirements.

Instructions

Delete answer options to leave the one that you want or type your answer in the space or table available.

1 Background

1.1 Is this a new website? **Yes**

1.2 Have you registered a Domain Name?

1.3 If yes, what is its address (URL)?

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1.4 If no, what would you like to have as the address? Think of at least 3 alternatives as you may not get your preferred address. Think of the different domain types available: com.au, biz, .net, .org N/A

1.5 Have you chosen a web hosting service? **No.**

1.6 If yes, what is the web hosting service's name and website address?

Name:	www.
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2 Your Business

2.1 Does your business market to other businesses or market to consumers? Delete one: -

Business-to-consumer

Business-to-business

3 Site Goals/Objectives

3.1 What are your website's primary goals/objectives? Prioritise the following suggestions in order of importance where 1 is the most important and 8 is the least important to you.

Goal/objective	Priority (1-7)
1. Promotion of your company?	
2. Promotion of your products/services?	
3. Publicity for a specific event/project/task/launch?	
4. Selling products/services on-line?	
5. Publishing information/research/books etc?	
6. Researching using surveys/questionnaires?	
7. Secure place to store information	
8. Other (please specify)	

4 Participants

4.1 Who will be involved in making the decisions about your site? Please identify all stakeholders:

Name	Title	Role
1.		
2.		
3.		
4.		

5 Audiences

5.1 Who are your potential audiences, why will they visit your site and how often? (Prioritise them by your level of interest in attracting them where 1 is top priority):

Visitor	Purpose of Visit	Frequency of Visit	Priority	Relationship to goals/objectives
1.				
2.				
3.				
4.				

5.2 How will they access your site? Mark with

Visitors as above	1	2	3	4	
Type in the URL					Comment:

Use search engines to locate the site				x	Comment:
Follow a link from another site					Comment
Other (please specify)					

6 Competition

6.1 What are your competitors' sites like? List 3 of them by their URLs and describe them:

1.	Description:
2.	Description:
3.	Description:

7 Expectations

7.1 What does your site need to have that competitor or other similar sites don't? (e.g. a special focus or application)

Answer:

7.2 What will users expect to see on your site and be confused or disappointed if it's not there?

Answer:

7.3 What do you like and don't like about websites?

Answer:

8 Site content

8.1 What Static content do you want on your site (e.g. copyright notices, disclaimers):

Answer:

8.2 What Dynamic content do you want on your site (e.g. news, new product releases):

Answer:

8.3 What Functional content do you want on your site (e.g. how to use a site's search engine, instructions to use a form):

Answer:

8.4 What Transactional content do you want on your site (e.g. e-commerce product information – part number, description, price, shopping carts, ordering process, payment process):

Answer:

9 Content inventory

9.1 List the individual pages your site will need to contain: eg Home, About, Contact.

10 Site Navigation

10.1 How users will get around the site? (Describe the navigation system you want):

10.1.1 Global navigation system (for the whole site) e.g. navigation bar at the top/left side:

Answer:

10.1.2 Local navigation systems (for sections of your site with many sub-sections) e.g. page links:

Answer:

11 Site structure

Please draw a flow chart or diagram in PowerPoint or Visio of the main pages (content inventory headings), the second-level pages (sub-headings), the third-level pages, and so on. See point 9.1.

Show the relationship between the pages. Some pages will fall outside the main headings, i.e. contact forms or staff biographies, so list these to one side.

12 Visual design

12.1 What will your overall site business branding look like? (Mark with a cross what you will use or attach your own Style Guide if you have one):

Logo	Name mark	Tag line	Graphics/Images	Colour palette	Font Palette

12.2 What will your product branding look like (if you have it)?

Logo	Name mark	Tag line	Graphics/Images	Colour palette	Font Palette

12.3 What will your services branding look like (if you have it)?

Logo	Name mark	Tag line	Graphics/Images	Colour palette	Font Palette

12.4 Do you have *electronic master copies* of your logo and image files?

12.5 How would you describe the overall feeling or visual mood that you would like to achieve with the site?

Answer:

12.6 Do you like 2D imagery (e.g. flat areas of colour and patterns like a brochure) **Yes / No**

12.7 Do you like 2 1/2 D imagery (e.g. shading to look rounded and sitting out of the page) **Yes / No**

12.8 Do you like 3D imagery (e.g. fully shaded and looking as realistic as possible e.g. computer games etc) **Yes / No**

12.9 List 3 sites with their address where you enjoy the visual content and why:

Sites where I enjoy the visual content	Reason why
1.	Reason:
2.	Reason:
3.	Reason:

13 Updates

13.1 Will the site be updated frequently and if yes, how often?

- Yes/No **Frequency:**

13.2 How will visitors know there is something new or updated on the site?

Answer:

14 Search Engine Identifiers

14.1 What metatags will be required for search engines? List phrases and keywords describing your site that people will use to search for it:

Description	Keywords
.	

15 Link Requirements

15.1 Do you need to link your site to other sites?

15.2 If yes, what are the other sites and their addresses:

Linked Site	Address

16 Technical Requirements

16.1 Will a database be required to store information that will be accessed by you or your site users?
Yes

16.2 If yes, please explain:

Answer:

17 Process Requirements

17.1 Will you need users to download or upload any information? Yes /No

17.2 If yes, what type of information e.g. PDF files?

Answer:

17.3 Will you need users to pay for items on your site? Yes/No

17.4 If yes, what payment system do you want (e.g. My own on the site, Secure, Insecure, Access to external payment systems, PayPal):

Answer:

17.5 Will your users need to email you? Yes/No

17.6 If yes, what e-mail address will you use? (Think about spam potential):

Answer:

**Thank you for answering this questionnaire.
We look forward to working with you on your website.**