



Web Site Requirements Questionnaire – Getting Started

1. Company Information

Company name _____

Address1 _____

Address2 _____

City _____

State _____

2. Contacts

Primary Contact
Name

E-mail

Telephone

Fax

Secondary Contact
Name

E-mail

Telephone

Fax

3. Industry Information

Primary line of business, products or services

Primary Industry

Industry Associations & Organizational Affiliations

4. Branding Information

Company Slogan/Tagline

Company Colors

5. Communications & Presentation Standards

Have you provided us with copies of either of the following (check the ones already given to us)

- Brochures
- Flyers
- Ads
- Letterhead
- Business cards
- Signature pictures, videos, movies, booklets
- Logos, trade marks, other graphics that we can use
- Traditions, history, vignettes

Current situation what's happening that brings the need for this web site project

Do you have an existing domain name(s)?

Do you have an existing web site? ____ What server platform?

Do you want to manage your own content? Is this a strong requirement?

Do you already have a hosting account or require a new one? With whom?

Doing any current direct mail? _____

What other advertising (print, TV, web, other)?

Graphic design activities?

Public relations?

What is “the” Communication task of this web site i.e. “the message” you want to convey in relation to your business plans?

6. Web Site Purpose & Goals

What is the single purpose of the web site and measurable results you want to achieve (news portal, information repository, web presence, improve branding visibility, increased sales, online help and support, training, service, information dissemination, fund raising, other)?

What are your Secondary Goals?

What are your Long Term Goals?

7. Audience

Who is your primary audience & target market? Who is your secondary audience, if any?

Definition – Who are they, what they do, how will they use the site

Demographics – geographic region, age, gender, income, employment, and lifestyle of those you want to reach

Typical Scenarios – What do you expect the “first time visitor” to do?

What do you expect a second time visitor to reach?

What keeps visitors on the site i.e. what are the “sticky” features and “push” features e.g. subscriptions?

What makes visitors return i.e. “good experience” features?

What makes them buy or other conversion realization e.g. “compelling” offers accepted or free stuff downloads, email list sign up, or tell a friend or comment form completions and submit. Do you have a conversion rate expectation?

8. Competition

Who is your primary competition?

Provide 3 competitive web sites your have visited and your reaction.

URL1 _____

URL2 _____

URL3 _____

Provide 3 web sites you like and why?

URL1 _____

URL2 _____

URL3 _____

9. Web Site Style Guide

What are the Philosophy, Personality, Perception, and Tone you want to achieve?

Do you have a list of web page requirements or information infrastructure i.e. site map?

What is your available budget for this project?

Delivery Strategy, Schedule and Deadlines – such as staged features vs. all at launch and/or when?

- Start date for Project Initialization _____
- Conceptualization & Design _____
- Development & Testing _____
- Launch & Maintenance _____
- Marketing & Public Relations _____
- Date for launch and marketing initiation _____

10. Resource Requirements

Does content already exist or will a copy writer be required (copy creation/available, images and other multi-media etc.)?

Will you need a photographer or videographer? _____

What technology do you expect to use (dynamic web pages, database, dynamic galleries, content management, E-commerce, Flash movies, other)

What other web site features are required such as Password Protected area, email list manager, guestbook, blog, etc. (see our web design guide on our web site – <http://oaktreeweb.com/downloads/devProGd.pdf>)

Is search engine marketing required?

Hardware Requirements if any?

Software Requirements if any?

Office Requirements?

Project Structure – Team Definition (Project Manager, Creative Director, Designer, Editor, Content Contributor, Developer, Tester/QA/Reviewers, Marketing)

Addendum -- Organization Responsibilities

Oaktreeweb Responsibilities

Client Responsibilities

Timeline (Development Life Cycle Checklist)

Costs – HR, hardware, software, admin, other

Risks

Exceptions

References

- Appendix A (TBD) – Web Site Specifications & Information Structure
- Appendix B (TBD) – Costs Structure
- Contract (TBD) – Sample

Note – This document is used for 3 purposes Outline for developing a proposal, an application brief, or a traditional objectives document. The goals for each are the same – to provide a brief description of the proposed project to help plan for getting the project funded and resources committed. This document can also be considered a starting checklist. More details can be developed and presented in a later specifications type of document. An out line for a more detailed web development project is contained in the Development Life Cycle Document.

Confidentiality – All information contained in this document is confidential and will not be distributed to anyone outside of the client company and OAKTREEWEB.