



WEB DEVELOPMENT QUESTIONNAIRE

Version 1.1

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ANTHONY CHRISTIAN PRODUCTIONS

14334 E. Beckner St. La Puente, CA 91744

Tel: (626) 715.2869



Fax: (626) 340-2302
Email: sgv_webdesigner@yahoo.com
acp@latinasinc.com



Please answer each question below in as much detail as possible. This allows us to quickly and accurately match our design and development to your vision. In this process, if you have any questions please feel free to contact us.

Project type:

New Site Upgrade / Enhancement Replacement Ongoing Maintenance

Existing site name:

Why?:

- What is the reason for this project (e.g. new business model, outdated site, expanded services, different audience or new technology)?
- Is there a business problem this project is meant to address?
- Are other projects or strategies in place that tie in with this project?
- What are the specific goals to be achieved (e.g. increased sales, fewer customer service calls, increased contact database)?
- What will be measured to determine the success of the project?
- What is your marketing plan to promote the new site, drive users to the site?
- Will other agencies be involved – advertising company, public relations firm...?

Persons involved:

- Have you previously been involved in web site planning or design?
- Who has final approvals on design and functionality?
- Who is in charge of the project day-to-day?



Intended launch date:

- Are there constraints on web site launch date (public relations, tradeshow, annual report, product launch...)?

Budget consideration:

- Have you established a budget for the project?
- Will the project be divided into phases for budgetary or timing reasons?

About your business:

- How is business generated?
- What area does your current business come from (State(s), Regions (West Coast), Countries)?
- How is your company perceived off-line? Should that be reflected in the site?
- What differentiates you from your competitors?

About your competitor's web sites:

- What do you like about their sites, and why?
- What do you dislike about their sites and why?
- How will you differentiate yourself?



About your customers:

Who are your customers – who is the site targeted at?

- Age

- Gender

- Occupation

- Income

- Education

- Geographic area

- Computer savvy

- Internet savvy

- How often on-line

- Purchases on-line?

- Social and leisure pursuits

- Purchasing habits

- Motivation

- Health, disabilities

- Why does this user choose your company/service/product?

General requirements:

- Are there business rules to consider in the site functionality?

- How do you want the site perceived – trendy, prestigious, friendly,



corporate, fun, cutting edge...?

- Are color schemes and branding already determined?
- What do you want the user to do on your site (buy, get information, ask questions, become a member...)?

If you are rebuilding an existing site:

- What are the reasons for redesigning?
- Does your current site promote a favourable experience? Why or why not?
- What specific areas of the current site are successful, and why.
- What are the shortcomings of the current site? What would you do differently today?
- Have usability tests, surveys or other analysis of the current site been performed?
- How current is the information?
- What was the method?
- Is the information available?
- How many visits
- How long do visitors stay
- Which pages or products are most popular
- What feedback have you had
- How important is it to maintain the current look and feel, and branding of the current site?
- Can content from the existing site be reused?
- Is the original material available?



- How do people find out about your current site (print media, advertising etc.)?

Content and Resources:

- Where will the content – images, logos, copy, scripts - come from?
- Created by you in house
- Created by the web design team
- Who will audit and approve the content?
- Are necessary copyright approvals in place?
- Is the purchase of special content (photos, etc.) considered in budget?
- If content you already own is to be used, what formats is it in?
- How is the content to be organized? Do you have a flow chart, site map or drawn concept of new site structure?
- Is connection to a database required?
- Are there legacy (existing software or hardware) systems to be considered?
- Are there special navigation requirements (e.g. product line to specific product)?
- Are special naming conventions required (industry standards, business rules, etc.)?
- How big do you anticipate the site being?



Site features – what do you require?:

- Interactivity – the user participates in page action
- Product displays – general and/or detailed
- On-line ordering
- On-line purchasing
- Shopping carts
- Secure transactions
- Payment processing
- E-mail contact
- Feedback from the user (forms etc.)
- Auto-responders to user's email or form submission
- Real-time input (news ticker...)
- Member-only area
- Users join as members – login/password requirement
- Personalization for users returning – they have personalized pages
- Guest book



- Subscription service
- Search capability within the site

Maintenance:

- How often will the site be updated?
- Who provides and approves the new content?
- Who does the updating – your staff, the designer or a contractor?
- Will training of your staff be required?
- Who will do technical updates and enhancements such as links, scripting, optimizing, and hosting problem resolution....?

Technology:

- Do you have a target platform (for example these may be specific for a company intranet) PC, Macintosh, browser type etc.?
- Do you require specific technologies to enhance the user's experience?
 - Flash
 - Audio
 - Video
 - Interactivity
 - Other