webTree designs
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Web Site Questionnaire

This questionnaire is designed to help you communicate what your goals and expectations are for your new or re-designed web site. Your considered answers will help us create a web site that serves your objectives, and works for you.

Audience

The more you know about your audience (or audiences), the more you can target your site to appeal to them.

- Who is your audience? Be as specific as you can.

- What is the technology level of your audience? Do they have Internet access? Dial-up? Broadband? Computers older than three years? Expertise (casual user such as email and light surfing; experienced Internet user such as online purchasing; very savvy high tech)?

- Where is your audience located (regional, national, international)?

- Income level? Size of business?

- Age ranges?

- Occupation?

- Special interests?

- Why would they visit your site? What is the benefit to your audience?

Your Goals for the site

What do you want to accomplish with your web site? The more clear you can be about your goals, the more successful your site will be in attaining them. Here are some typical goals. Yours may be similar or different:

- Inform
- Sell
- Educate
- Advocate
- Persuade
- Provide a service
- Gather information
- Community forum
- Entertain

Look and Feel

Keeping in mind your audience and your goals for the site, what impressions do you want your site to make on your visitor? What impression do you definitely NOT want to make? Here are some examples (combine these, or add your own):

- Confidence, security, trustworthy
- Professional

- Playful / fun
- Helpful
- Modern
- Sophisticated
- Regional
- Friendly, warm
- Personal touch

Your existing branding

Do you have existing materials such as a logo, brochure, slogans, color scheme, photographs, other graphics that you want reflected in your site? It is not necessary for your web site to exactly mimic your other marketing materials, and it is rare for colors to reproduce on the Internet exactly as they are printed. However, these materials can serve as guidelines for the design of your site.

Your Content

What information do you want on your web site? Again, refer to your target audience and goals for your site. Some examples:

- Contact information
- About us: qualifications, memberships, certifications, education, resumes, history, etc.
- Mission statement
- Products
- Services
- Informative or educational materials
- Press releases or news
- Examples of your work or your clients
- Testimonials
- Video, audio, photos

Content Management

Do you want to maintain your web content within your organization? If so, are you currently using a Content Management System? What is the skill level of your staff for maintaining and creating web content?

Interactivity

There are a number of ways to engage your audience to participate in your site. Here are some examples:

- Online registration for memberships or events
- Sign up for newsletters or other communications from you
- E-commerce (online sale of products)
- Blog: visitors can subscribe to your blog feed or comment on your blog entries.
- Link to your social networking pages such as Facebook, Twitter, LinkedIn

Your Home Page

You have seven seconds to engage your visitor. What are the three most important messages you want to convey? Do you have a "storyline" that can be presented visually to invite or guide your visitors in exploring your site?

Do you have fresh information you can periodically offer on your home page? Your visitor is more likely to return if they expect to see something new from time to time.

What sites do you like / don't like?
What are some examples of web sites you are attracted to or repelled by? They may have a similar audience, or may be your competitors. Be specific about what do you like or don't like about the sites.