Web Design Questions

1. Identification

- Please provide full company name, address, phone and contact names.
- Who will the site be registered to?

2. Site Name

Choosing your domain name is very important! It should be easy to remember and reflect your business.

- What do you wish to name your website?
- What domain name have you chosen?
- Do you know if this domain is available?
- Have you already registered this domain?

3. Objectives

Rank the importance of the following:

- To compliment other forms of advertising.
- To sell products directly online (accept credit cards)
- To sell products showcased online, but payment by mail or phone.
- To offer additional product information to customers.
- To offer company information to customers/employees/suppliers.
- To increase brand awareness.
- To stay ahead of the competition on the web.
- Other

4. Audience

- What types of visitors do you want to attract?
- What are your goals for each type of visitor?
- What are the products/services involved?
- What are your goals for these products/services?

5. Content

- Do I have a design theme, colours, fonts etc?
- Describe any work that has been done toward designing/redesigning a new web site.
- Will the web site reinforce an existing branding or marketing strategy?
- Discuss any identity/branding assets (logos, other artwork, and fonts)
- What do I have in digital format I can supply?
- List of business specific keywords for search engine indexing.
- Email addresses, how many do I need and what are they?
- Where will content come from?
- How often will you add new content?
- Who will update the content?

6. Site Layout

Please outline what pages you will require on your site. Consider including the following:

- Main or welcome page (contains table of contents, links to other pages, some content)
- Products Listing (estimate number of pages required - is a shopping cart required?)
- Order Page (purchasers submit online orders for your products or services)
- Feedback Page (Let visitors know how to contact you, can use an online response form)
- Interactive Page (Let visitors interact on a bulletin board, newsletter etc.)
- About the Company (A page to tell visitors who you are, possibly include FAQ)
- News, Specials (Announce special events, new products etc.)
- Other (Let us know of any special requirements)

7. Functionality

- What functional requirements do you believe to be necessary? (e.g., download areas, database-driven web pages, e-commerce, catalogue, form mail etc.)
- Who will maintain these?
- Are there other technical issues or limitations?
- How will the site be served/hosted?
- What is your long-term plan for the site?

8. Web Tour

This is a very important step. To get the best idea of the type of website you desire, please take a look online and make a list of the best sites. Use the criteria below when on the Web that relates to your project in the following categories:

- Appeal to same target group of customers.
- Colors, look-and-feel, user interface, layout.
- Size of site or project.
- Publishing model (frequency, novelty of content, etc.)
- Attracting new people to the site (newsworthiness, giveaways, impact, etc.)
- Your competitors' sites.
- Quality of content.
- Quality of graphics.
- Functionality (things sites do for people)
- Community, special features, responsiveness, other categories important to your project.
- Overall favorite sites (for whatever reasons)