

General Information

What is the name of your organisation and your current (or intended) web site address?

Who are the main contacts for this project? You or Someone else?

Who has final approval for commissioning and/or signing off this project?

When do you expect this project to start and when does it need to be completed? Are there specific reasons for this date, perhaps a PR launch, tradeshow or your end-of-year?

Your current site

Which areas of your current site work well?

Why is that?

What's not so good about your current site?

If you could change three things about your site right now, what would they be?

Reasons for the project

What are your main reasons for starting this project?

What are your business objectives or other goals? Selling more? Improving customer experience etc.?

How will you judge when it's a success?

Who are your audience?

Can you describe a typical visitor or customer?

What do you want people to do on your site? Buy things?
Become members? Contact you by phone or email?

Perception

Can you describe how you would like people to comment on your new site?
(eg: modern, corporate, professional, friendly, fun).

Is this what people comment about your site now?

Who are your competitors?

List a few sites that you find compelling and why?

Your new content

What assets do you already have? Photographs? A logo, colour scheme or other branding?

Do you have a site map or plan for your new site already prepared? If you do, great, attach it too. No worries if you don't.

Technical stuff

Do you want to be able to update the content of your website yourself?

What other things do you need the site to do? Newsletter sign-ups, photo gallery or a shopping cart — that kind of stuff.

Marketing

How do people find out about your organisation? How do they find your web site? Do you market your web site in the real world too?

Notes or comments

Is there anything else that you think will help us to accurately assess your project and what's best for you?

Take as much space as you need.