

WEBSITE NEEDS ANALYSIS

Message

1. What is the primary message you wish to convey to your audience with this site?
2. What are the overall goals you intend to reach with this site?
3. Who is your target audience? Is it different from your current customer profile?

Perception

1. Use three adjectives to describe how the site should be perceived by the user.
(Examples: conservative, progressive, friendly, formal, casual, serious, energetic, humorous, professional)
2. How is your company currently perceived?
3. Describe any visual elements or styles that can be utilized from existing marketing materials or collateral.
4. List any sites you find compelling. What do you find most interesting about these sites?
5. List sites of competitors sites and briefly state what you like and dislike about them.

Action

1. What is the primary action you wish your target user to take from the main page of your site?
(Examples: download, browse, move along a specific path, eMail, order, explore, contact, etc.)
2. What is the primary action you wish your target user to take before leaving your site?

Marketing/Updating

1. Briefly, what are your short-term marketing goals?
2. How do you anticipate this website helping to reach those goals?
3. Do you have an existing or planned marketing strategy in mind to promote this site?
4. What methods of distributing the website address already exist within the company?
Do you want Al Haqq Agency to work on the search engine optimisation?
5. Do you intend on keeping this site updated?
If so, how often? Who is responsible for updating and providing content?

Administration

1. Who are the primary contacts from your organization and who has final approval on the project?
2. What is your target launch date? What are the factors surrounding this deadline?
3. Do you already have a domain name in mind? Is it registered? Do you have a hosting solution for the site?
4. What are your budget limitations?
Can this project be broken in a phased manner to help you meet your goals?