

## Web Design Questionnaire from Mainemine.com

Business Name:

Business Address:

Contact Name:

Contact Email:

Phone:

Fax:

Present URL:

Present web host:

Server Type: Unix    Windows    Other

Please answer the following questions as completely as you can to assist us in creating a design document for your website.

1. Describe your company and the industry you are involved in. How does your company differ from others in the industry? What are your major concerns in your business & the industry?
2. What is the mission or purpose of the organization? Please state your mission statement if you have one, as well as any additional information to assist us in understanding your business purpose.
3. Who are your main competitors? Do they have websites and if so, what are their addresses? What do you like and dislike about their sites? What do their sites have that you do or don't want on yours?
4. What are the short-term goals of the site? What are your main reasons for building a site? What do you see as the goals for the next year?
5. What are the site's long-term goals? What are your future needs on the site 1-5 years from now?



13. Who are the intended audiences? Who do you plan on using or seeing your site?
  
14. What goals do you have for each of your intended audiences? What are the most important functions you wish to provide for each type of user?
  
15. What kinds of customers do you cater to? Please describe each type of customer.
  
16. What services can you not provide now that your website can assist you with?
  
17. Where will your website content come from? Who will be providing the basic text? What print materials do you presently have?
  
18. How often do you see your site needing updating? How do you plan to accomplish this? Who will update for you?
  
19. If this were a magic website where anything was possible, what would you like your website to do? Please list any ideas you have remembering that this is a magic website in a perfect world.

20. Please rank the following in order of importance to you, rank the items 1 to 10, 10 being most important.

- |   |                             |
|---|-----------------------------|
| _____ Building a core base of repeat visitors | _____ Time to market        |
| _____ Staying within the budget               | _____ Ease of maintenance   |
| _____ Surpassing competitors' websites        | _____ Finding new customers |
| _____ Providing info for present customers    | _____ Ease of use           |

21. Homework phase: The more time you put into this section of the questionnaire, the better able we are to assist you with your site. This phase is extremely important to the website project. Please find the 3 best websites on the web that describe each area listed below:

- Same target group of customers as your business
- Has the layout, colors, look and feel you prefer for your site
- Has similar content and quality to what you wish to provide your customers
- Has similar functions to what you want on your site
- Offers similar services you want such as community, discussion groups, polls, surveys etc.
- Your personal favorite sites on the web in general and what you like about them