

The InfoTor Group, LLC

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Web Site Design Assistant

This worksheet will help us better understand your web site needs and requirements and, therefore, help us as we work on the development or reworking of your organization's or company's web site.

1 Your Organization/Company Needs

Objective

Why does your organization/company feel it needs a web site? What three (or more) main objectives do you hope to achieve by having a web presence?

Organization/Company

Please describe your organization/company and include a description of why it exists, how large it is, and what its purpose is. Is this organization/company in competition with others who provide the same or similar services or products?

Web Site Undertaking

State the main purpose or goal of this undertaking? [e.g., organization/company internal or external communications, providing public with organization/company information, identity or brand establishment, fundraising or sales, etc.]

What will determine that the work that goes into building a web site for this organization/ company has been successful? Who is responsible for making that decision?

What is your timeline for completion of the web site and are there specific milestones that could mark incremental completions? [e.g., could some functionality be implemented before other functionality is completed?]

Describe any existing or previous web site work that impacts or influences this undertaking to create a new or changed web site

Does the organization/company already have a "brand," that is, any logos, artwork, color schemes, or fonts that are or must be used?

Description and Needs

Web Site Scope & Timeline

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2 Material, Functionality, and Audience

Material

Who will provide content material for the web site?

Will the content be content from existing sources, such as brochures, newsletters, or will it all be new, or a combination?

How often will content change?

Is there someone who will be dedicated to maintaining the information that appears on the web site or is that a service you will need to outsource? Does this person have web page authoring experience or does the person need to be able to maintain the pages without the need to be familiar with and authoring tool?

Functionality

What functionalities are required for the web site? Will content be static or dynamic (pulled from a database on-the-fly, for example)? Will it be necessary to update web content dynamically?

Will you want visitors to the web site to be able to download files (e.g., a catalog, forms, or brochures)? Will you need to support membership or commerce through monetary transactions via the web site?

Are there any security issues?

Do you already have a domain for your organization or company? Do you already have a contract with an ISP ("Internet Service Provider") who hosts an existing web site? Are you aware of any technical issues or limitations?

Have you budgeted for hosting and maintenance of the site? If so, what have you budgeted?

What types of systems or databases are you already using that you will want incorporated into the new web site?

What is your five-year plan for the site?

Stakeholders and Audience

Who are the principal stakeholders of this web site? That is, who will have the greatest interest in what is presented via the web site? Who will depend on the accuracy of the web site the most and have the most interest in its success?

Who will be the principal visitors to this web site? Are there other visitors you want to attract to the site?

What services/products will you want to promote or make available via the web site?

Site Functionality and Audience

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3 Web Site Comparisons

Find at least three high quality web sites which are similar to your proposed site in these ways:

- Similar array of services/products
- Appeal to similar audience
- Color schemes, artwork (i.e., "look-and-feel," layout, user interface)
- Look and feel and navigation quality
- Content quality
- Quantity and variety of information
- Web site draw, that is, how new or repeat visitors are attracted to the site
- Functionality available
- Feeling of "community," special features, responsiveness to inquiries, other things important to your organization or company

http:// _____

http:// _____

http:// _____

http:// _____

http:// _____

http:// _____

4 Feature Ranking

- ___ A web approach that supports your corporate strategy
- ___ A web approach that supports your marketing strategy
- ___ Repurposing existing content
- ___ Creating a community of visitors/users
- ___ Quality presentation (graphics, writing, navigation, etc.)
- ___ Ease of maintenance
- ___ Doing better than your competition via the Web
- ___ Site popularity
- ___ Staying within budget

