



Web Site Development Guide

So you want to build or redesign a web site..? One of the key factors in any web site development processes is the establishment of criteria and the expectations of what you want from your web site... The following questionnaire is designed to help think about and prepare to do just that..!

If you are looking to develop a more complex web site, such as a large e-commerce or database solution, it is important that you budget for a "conceptual model" or detailed flowchart prior to actual programming... This is to ensure that the scope of work is fully realized and communicated (and to avoid feature creep) before we can estimate development costs...

I. Who is your Organization's target market..? (provide demographics / psychographics)

- 1) **Who are you trying to reach..?** (circle all that apply)
 - a) Specific Age (Children under 13 / Young Adults / Adults / Seniors)
 - b) Specific Gender (for Men or Women only)
 - c) Specific Income Level (Low vs. Middle vs. High vs. Any)
 - d) Specific Education Level (see next question)
 - e) Families w/ children at home
 - f) DINKs / Married w/o children at home
 - g) Specialized Market
 - h) The world is my oyster (my product / service appeals to or is needed by all)
- 2) **What is their level of education..?** (circle all that apply)
 - a) No High School Diploma
 - b) High School Diploma
 - c) No / Some College, No Degree
 - d) College Undergrad Degree
 - e) College Graduate Degree
 - f) Any of the above
 - g) Education level not a factor
- 3) **How Internet savvy are they..?** (circle all that apply)
 - a) Newbie (none or less than a year experience)
 - b) Intermediate (a few years experience)
 - c) Advanced (over 3 years experience)
 - d) Any of the above
 - e) Internet savvy not a factor
- 4) **What speed access to the Internet do you expect they will have..?** (circle all that apply)
 - a) Dial-up Modem: 24.4 / 48.8 / 56.6 connection
 - b) Direct Connect Modem: ISDN
 - c) High Speed: Cable Modem / DSL / T1 / T3
- 5) **What level browser do you expect they will have..?** (circle all that apply)
 - a) Internet Explorer, Netscape, AOL 3.0 (or earlier) browsers / Web TV
 - b) AOL 4.0+ browsers
 - c) Internet Explorer, Netscape 4.0+ browsers
 - d) Internet Explorer, Netscape, Opera 5.0+ browsers
- 6) **What does your target market expect to get from your web site or that of your competitors..?**
 - a) Information about or your products / services
 - b) Capability to purchase your products / services online (accept credit cards)
 - c) Contact information (location(s), telephone / fax number(s), email, contact person, et.al.)
 - d) Information about your organization / business (mission statement, philosophy, goals, publicly held, et.al.)
 - e) Something else..? Explain:



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II. What are the Purposes / Goals of your Organization..?

- 1) **What is your organization's primary purpose..?** (circle the one that applies)
 - a) For profit business
 - b) Non-profit venture
 - c) Educational institution
 - d) Government agency
 - e) Something else..? Explain:

- 2) **How does your organization measure its outcome progress in reaching its goals..?** (circle all that apply)
 - a) Sales Volume / Donations Volume
 - b) Membership Count / Head Count / Traffic Count
 - c) Employee Effectiveness / Efficiency
 - d) Customers / People Served / Helped
 - e) Market Penetration
 - f) Some other way(s)..? Explain:

- 3) **How will this planned / redesigned web site help your organization fulfill its primary goal and supporting goals..?**
 - a) Increase Sales by XX% (via ecommerce or driving traffic to retail location)
 - b) Disseminate Information (brochureware, ebooks, white papers, press release, newsletters)
 - c) Employee Internet Management [EIM] (monitored / controlled access to the Internet, email)
 - d) More Effective / Efficient Customer Relationship Management (self-service faqs)
 - e) Establish brand identity (dig that logo, rousing slogan, snappy jingle)
 - f) Some other way(s)..? Explain:

- 4) **What are the primary concerns in planning / redesigning your web site..?** (circle all that apply)
 - a) Visual Impact (the balance of Graphics and Text content, Flash vs. HTML)
 - b) Technology Requirements (Database, eCommerce, Chat / IM, Self-Service FAQs)
 - c) Cost of Development (Budget Constraints)
 - d) Timeliness of Development (Launch Date Deadline)
 - e) Cost of Ongoing Maintenance / Updates (In-house vs. Outsourced)
 - f) Timeliness of Maintenance / Updates (Alive-In-Time Factor)
 - g) Something else..? Explain"



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III. What is your Organization's Internet Experience..?

- 1) **Does your organization currently have:**
 - a) Internet access..? **YES / NO**
 - i) If YES, how are you now connected..?
 - Dial-up Modem (individual lines)
 - High Speed via Cable Modem / DSL / T1 / T3 Network
 - ii) If YES, who is connected..?
 - Almost everybody in the organization
 - Management
 - Customer Service
 - Sales / Marketing / PR
 - Other Department(s):
 - Select Few (who..?):
 - iii) If NO, when will your organization get Internet access..?
 - Within _____ weeks / months
 - b) Email access..? **YES / NO**
 - i) If YES, who is connected..?
 - Almost everybody in the organization
 - Management
 - Customer Service
 - Sales / Marketing / PR
 - Other Department(s):
 - Select Few: Who..?
 - ii) If NO, when will your organization get Email access..?
 - Within _____ weeks / months

Note: If your organization is without Internet access it will hinder the your web site development process...

- 2) **How frequently do you (as the contact person) browse the Internet..?**
 - a) ____ Days a Week (include weekend if appropriate) or
 - b) ____ Days a Month (if less than once weekly)
- 3) **How many hours do you (as the contact person) spend browsing the Internet..?**
 - a) ____ Hours Daily or
 - b) ____ Hours Weekly (if daily hours online isn't about the same each day) or
 - c) ____ Hours Monthly (if browsing frequency is less than once a week)
- 4) **What percentage of time do you spend browsing the Internet:**
 - a) ____% at Work..?
 - b) ____% at Home..?
 - c) ____% Somewhere Else..? Specify:
- 5) **Are there any web site you seen whose look and feel would also work for your organization..?**
 - a) What are their domain names..? (leave off the "www")
 -
 -
 -
 - b) What do you like about them..?
- 6) **Are there any other web sites that complement your organization and should be linked to or from your web site?**
 - a) What are their domain names..? (leave off the "www")
 -
 -
 -



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IV. What are the Web Site Sections needed by your Organization..?

- 1) **What top level and secondary sections do you foresee on your web site..?** (buttons / links to be created)
 - a) Welcome / Home Page (the first page that will be seen when your domain name is searched on)
 - b) Contact Information (address, phone, fax, email, contact form, contact person)
 - c) About Us (history or other information on your organization)
 - d) Products / Services Provided (where the rubber meets the road)
 - e) Mission Statement (organization's vision and goals)
 - f) Clients / Customers (who have you done what for)
 - g) Personnel (executives, upper management, department heads, et.al.)
 - h) Jobs (a listing of available job openings, if any)
 - i)
 - j)
 - k)
 - l)
 - m) Site Map (Text Links to all the web page within your web site)
- 2) **What about "floater" web pages..?** (linked to from within a web page and do not have top / secondary level button link)
 - a) Privacy Policy
 - b) Legal Notices
 - c) White Papers
 - d) Editorials
 - e) Tips / Hints
 - f)
- 3) **Of the departments listed below, of those that will have interactions with one of more sections of your organization's web site, describe their primary functions and needs as related to their interaction...**
 - a) Human resources
 - b) Administration
 - c) Management / Executives
 - d) Business Development / Sales
 - e) Marketing / Public Relations
 - f) Customer Service
 - g) Shipping / Receiving
- 4) **If not included in the above list, describe the primary functions and needs of your (as the contact person) department as related to its interaction with your organization's web site...**
 - a)
 - b)
 - c)
 - d)
 - e)
- 5) **Will there be a need for web site sections or web pages to be updated regularly..?** (Alive-In-Time Factor)
 - a) Which sections or web pages..?
 -
 -
 -
 - a) How often..? [minute by minute, hourly, daily, weekly, monthly, quarterly, annually]
 - b) Who will be responsible for or supervising these updates or maintenance..?
 - c) Will these updates require fully documented templates / graphics for development of new pages within the site..?
 - d)
- 2) **What interactive elements would you like to see..?**
 - a) Contact Form
 - b) Registration Form
 - c) Newsletter Subscription
 - d) Online Chat (requires that someone is available to response in a timely manner)
 - e) Self-Service FAQs
 - f)
 - g)



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V. Current Marketing Approaches and Strategy

- 1) **What marketing approaches is your organization currently using..?**
 - a) Television Ads
 - b) Radio Ads
 - c) Newspapers Ads
 - d) Magazine Ads
 - e) Direct Mail Campaigns
 - f) Trade Shows
 - g) Promotional Products
 - h) Search Engine Submissions (SEO work)
 - i)
- 2) **How can your organization's current marketing approaches be used to drive traffic to your web site..?**
- 3) **What has been most effective in your organization's present marketing plan..?**
- 4) **What has NOT been effective..?**
- 5) **How do you feel a web site can strengthen your current marketing approaches..?**
- 6) **Who will be responsible for marketing and promotion of your web site..?**
- 7) **Have you set aside a media budget for search engine and other online advertising venues..? Yes / No**
- 8) **Are there any restrictions on advertising for your organization..? Yes / No**

VI. Competition Analysis

- 1) **Please list at least one and up to 5 of your organization's main competitors...**
 - a)
 - b)
 - c)
 - d)
 - e)
- 2) **Of those that currently have a web site list their domain names:**
 - a)
 - b)
 - c)
 - d)
 - e)
- 3) **What do you feel are the strengths and weaknesses of your competition's web sites..?**
 - a)
 - b)
 - c)
 - d)
 - e)
- 4) **Are there any non-competitive web sites that do you like, and why..? List their domain names:**
 - a)
 - b)
 - c)
 - d)
 - e)



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VII. Visual Image

- 1) **What look / feel of your web site do you think will best convey that of your organization..?** (check all they apply)
 - a) Professional / Business / Corporate...?
 - b) Personal / Family / Humorous / Cheerful..?
 - c) Mostly Photographic / Graphically Oriented..?
 - d) Rich-Media, Flash, Video, Multimedia..?
 - e) Got something else in mind..?
- 2) **Which is more important to your image, an abundant visual ambience or fast downloads?**
 - a) Visual ambience (more graphic content, slower downloads)
 - b) Fast Download (mostly text content)
- 3) **Which do you prefer for your web site development..?**
 - a) Utilize and support your organization's current marketing approach (printed materials)
 - b) Develop a new look and feel marketing approach
- 4) **Do you want Flash integrated with your web site development..?** – if Yes,
 - a) As a welcome page introduction..?
 - b) Various embedded elements throughout the web site..?
 - c) A complete Flash web site to mirror your HTML web site..?

VIII. Development Timeline / Budget Requirements

- 1) **Is there a specific deadline / launch to meet for this web site project..?**
 - a) Give month / year or exact date if necessary:
 - b) Reason for deadline..? (anniversary, new product announcement, holidays, et.al.)
- 2) **Will this web site development be done in one or multiple development phases..?**
 - a) One
 - b) Multiple
 - i) How many..? _____
- 3) **Have you established a “not-to-exceed” budget for your web site development project..?** – if Yes,
 - a) How much for the initial development..?
 - b) How much for the on-going updates / maintenance..?

IX. Organization / Company Contact Information

Organization / Company Name: _____

Main Contact Person: _____

Phone Number(s): _____

Email Address: _____

Mailing Address: _____

Organization / Company URL: _____

When you have complete filling out (or as much of it as possible or necessary for your needs) this questionnaire and are ready for the next step, contact us at 619.889.5776 or email at wsguide@mtgmarketing.com and someone will contact you to set-up an appointment to begin the process of getting your web site(s) up and running..!