

WEBSITE PLANNING QUESTIONNAIRE (To Determine Customer Needs)

Customer input is vital to delivering a quality, professional web site that meets the needs of your business/venture/ministry/mission. Please review the details in this *Website Planning Questionnaire* for agreement and thoroughness because they will be referred to during the development of the website and its support tools/media.

My preferred website domain name is: _____ (.com, .net, .org).

My second choice for a name is: www. _____ .com (.net, .org)

My third choice for a name is: www. _____ .com (.net, .org)

Do you have an existing domain? No ____ Yes ____ What is the domain? _____

1. Do you currently have a domain and website? Yes _____ No _____

- What is your current domain name?
- If you have a current site, what company or software hosts your website?

2. Define the purpose/vision for the website.

- What is the purpose of your website?

2. Develop goals for the website.

- How would you define a successful website for your organization?
- What will determine the satisfaction about the web design?
- How would you like to describe the site?
 - From an organization's viewpoint?
 - From a user's viewpoint?

3. Define your user community (the audiences) who will view or use the website.

- Who are the users of the site? (primary and secondary users)

4. Conduct task analysis and prioritize tasks.

- What will users do on the site and what features will be important to them?
- Which tasks will be most important?
- What will compel users to return to your website?

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5. Discuss expectations, requirements and preferences

- a. Who will be the key point of contact in your business/organization?
- b. Will there be a backup contact person?
- c. Recommended or preferred colors or scenery for the website?
- d. Are there any other websites you would like to model or a particular style that you prefer?

7. Determine accessibility requirements and needs

- Who will the key contact be regarding accessing the website or emailing information to?
- Will there be other people in your company or family that will be a future point of contact?

8. Identify available resources and training needs

- Will you have anyone in your business that is skilled in updating and maintaining your website?
- Who is in charge of marketing and promoting your website? Will you need help with that?

9. Discuss initial technology needs

- Do you currently have a domain name or do you need a new one?
- Do you currently use a preferred search engine on the internet? For example: Google.

10. Timeline and Project Plan

- When would you like to have a starting version or draft of your site ready?
- When do you need your website ready for production and in operation for others to view?
- Is its launch in conjunction with any special occasion or product?

Thank you for taking time to discuss this information. We look forward to working with you!