

## **Questionnaire**

The brief questionnaire that helps define the parameters of a web site project. Once finished, it clarifies the scope of your project so that you know exactly what you want and design firms can give you a much more accurate bid.

**Q1:** What types of visitors do you want to attract?

**Q2:** Where will content come from? Will it be new, re-purposed, or both?

**Q3:** How often will you add new content?

**Q4:** Who will update the content?

**Q5:** What functional requirements do you believe to be necessary? (e.g., download areas, database-driven web pages, commerce, catalog, applications, etc.)

**Q6:** Who will maintain the site contents?

**Q7:** What types of legacy systems/databases exist, if any?

**Q8:** Find the three highest quality sites (more is better) on the Web that relate to your project in the following categories:

- Appeal to same target group of customers
- Colors, look-and-feel, user interface, layout, quality of graphics
- Size of project
- Your competitors' sites
- Functionality (things sites do for people)