Apokrisis Project Questionnaire

General Information

1. What is the name of your company and your current (or intended, if seeking a new website) domain name?

2. Who are the primary contacts from your organization, and who has final approval on the project? Please list names, titles, email addresses, and phone numbers.

3. What is the desired timeline for your project?

4. Do you have a specific budget range already established for this project?

Goals for Web Design

1. What role do you see your website playing in your overall business plans? How will you define a successful website?

2. What are your primary online business objectives with the website? What are your secondary objectives? (Examples include increased sales, marketing/branding awareness, and fewer customer service calls.) Please discuss both long- and short-term goals.

3. Do you have a marketing plan in place to promote the new website? Or, how does your online presence play a role in your overall marketing strategy?

Audience/Desired Action

1. Who are your primary target audiences for your business? Give basic demographics: age, occupation, income level, purchasing habits, online habits. (Use as much detail as possible in profiling your target user. Profile more than one type if appropriate.)

2. Is your online visitor an exact match to those target audiences, or will you only be targeting some targets online? Please elaborate if needed.

3. What is the primary "action" the site visitor should take when coming to your site (make a purchase, become a member, search for information)?

4. What are the key reasons why the target audience chooses your company's services?

Perception

1. Use a few adjectives to describe how your site visitor should perceive the new site. (Examples include prestigious, friendly, corporate, fun, forward thinking, innovative, and cutting edge.) Is this different than the current image perception?

2. How does your company differentiate itself from competitors? Do you think your current audience differentiates you from your competition? Please list competitor URLs.

3. List the at least **three** URLs of sites you find compelling or that stand out to you. What specifically do you like about these sites?

4. Please also share 2-3 examples of sites you do **not** like.

Content

1. Will you be creating completely new content for the site, or repurposing existing site content? If it is a combination, can you give a rough percentage of existing vs. new content?

translating your goals to the web

Functionality

1. Please indicate what functionality is necessary on the site:

Web Forms	❏	Photo Gallery	❏	News & Announcements	❏
Home Page Slider	❏	Dynamic Content Rotators	❏	Document/Brochure Downloads	❏
Website Search	❏	Calendar of Events	❏	Searchable Article Library	❏
Secure Zone with User Passwords	❏	Blog	❏	Video Gallery	❏
Online Shop	❏	Take Online Payments	❏	Other E-Commerce	❏
Tabbed Browsing	❏	Online Survey	❏	Huh? Can we discuss this?	❏
Other (describe):					

2. If you selected Online Shop/Online Payments/E-Commerce above, please indicate what features you would like for your online shop:

Number of Categories	____	Number of Products	____	Product Search	❏
Discount Codes	❏	Electronic Gift Certificates	❏	Product Zoom	❏
Multiple Product Views	❏	Featured Product Section	❏	Related Products/Upsell Option	❏
	❏		❏		❏
	❏		❏		❏
Other (describe):					

Explain your desired shipping options for your shop:

Integration with USPS	❏
Integration with Fedex	❏
Integration with UPS	❏

Other:

Support

1. How comfortable are you with web and related technologies? How familiar are you with any or all of the following: blogging and blog software platforms, content management systems, social networking services or forums, file uploading (FTP), image manipulation (cropping, resizing, etc.), domain registration, working with a web host, search engine optimization, html and css.

2. Describe the level of training and support you feel you will likely need to administer your site (i.e. in-person or telephonic training, extensive documentation, on-going email support or consulting, minimal or none).

Marketing/Updating

1. Are you interested in starting an online marketing program?

2. Briefly, what are your short-term marketing plans (specifically, for the site design and the 6 to 12 months following launch)?

3. Do you have an existing or planned marketing strategy in mind to promote this site design? If so, please describe.

4. Do you intend to keep the site updated? If so, how often? Who is responsible for updating and providing content?

5. Are you interested in updating your web site in-house, or sub-contract it out?