

Website Questionnaire

1. What is the purpose/vision for the website?

2. What are the goals for the website?

- What would a successful website look like?
- How will you know that the website is successful?
- How about from the stand point of the visitor?

3. Who are the visitors to the website?

- List the primary and secondary visitors
- How would you describe the visitors? (characteristics, i.e., age, education, experience, etc.)
- Why will they come to the website? (interest or needs)
- How will visitors access the website? (settings, i.e., browser, connection speed, resolution, etc.)

Website Questionnaire

4. What will visitors do on the website?

- What tasks, content, features and functionality do you expect them to see or perform?
- Which tasks are critical/most important to visitors' success on the website?
- Which features of the website will visitors use the most?
- Which tasks are critical/most important to the organization's success on the website?
- How often will visitors frequent your Web website?
- Why will visitors return to your website, what will compel them?

5. What usability objectives will you measurable?

- Which tasks should visitors be able to accomplish easily with few errors? (Efficiency)
- Which tasks should visitors be able to finish quickly and efficiently? (Effectiveness)
- What level of satisfaction should visitors have after using the website? (Enjoyability)

6. List requirements, preferences and expectations

- What do you think this web project should entail?

- What prompted this website design or redesign?

- Who will be the key point of contact for content, technology, project management?

- Are there any guidelines or mandates for the website?

- Are there any websites similar to the model or a particular style that you prefer?

- What characteristics/attributes/attitude should the website convey to visitors?

7. Are there accessibility requirements and needs?

- Is the website currently accessible?

- What type of accessibility testing has been done?

- What types of accessibility tools are being used?

- Who is the key point of contact on accessibility issues?

8. What resources and training are needed?

- Who is available to perform updating and maintenance for the website?

- Who is available to write content for the website?

- Who is available to provide graphic support for the website?

- Who is available to program new features for the website?

- Who is available to provide keyword research?

- Who is available to perform search engine optimization/analytics?

- Who is available to create a link building strategy?

- Who is available to provide marketing and promotion for the website?

9. Discuss initial technology needs

- Do you need to find website hosting providers?

- Have you secured your domain name(s)?

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- Will you be using a content management system?
- Do you have an analytics account established?
- What tool will you use to provide website searching for visitors?

10. Milestone dates

- What date will you complete any unassigned items from this questionnaire?
- What date will the design of the website be complete?
- What date will content be completed and loaded into the website?
- What date will the website be available for internal user testing?
- What date will the website go-live?