

Client Questionnaire Set Two

The Project and Objectives

What is the overall objective of this project? What is the scope?
What are your primary and secondary goals?
What are the business and marketing objectives of the project? Short vs. long-term?
What is the desired outcome of this project?

The Target Audience

What are the messages you want the web site to convey?
Who is your primary target audience and how would you describe them?
Who is the secondary target audience?
What are their capabilities, assumptions, values, attitudes and lifestyles?
What are the reasons a user would want to come to this web site?
Why would they return? Why would they repeatedly return?

Personality and Perception

What is the tone and manner; what are the overall personality traits the project must communicate?
What is the visual message? Describe the overall visual styles of this website.
How does your target audience perceive you now (current mind set)? How can we
Change that perception? Do we need to change?
What is the biggest challenge in getting your image across to your customers/visitors?
Who are your competitors? Do you have any ideas as to how can you differentiate
your web site from theirs?

Selling Proposition/Key Target Audience Insight

What is the most compelling thing we want the target to think after they experience the
web site?

Communication Strategy and Substantiation

What content and experience will contribute to the visitor's positive perception?
Rational and emotional?

Action

What is the primary action you want the user to take when they arrive at the main page
of the web site. What is the primary action you wish your target user to take before leaving your
site? Is it the same action? If not, describe why.
How are we going to get viewers where we want them?

Content

Does this product use primarily existing content? If yes, how will it be represented? In what ways will it be made
appropriate to the medium? If new how will it be created? What will this new content be? How much will there need
to be? Will there need to be any translation? Does this product use data entered by users? If so how much and in
what forms? What can be done with it once entered?

Measurement Strategy

How are we going to measure success against the objectives?)
Measurement will be both qualitative and quantitative.

Technology Mandatories

(Access speed, browser optimization, browser version)

Other Mandatories

(Content, style, Timeline, etc.)