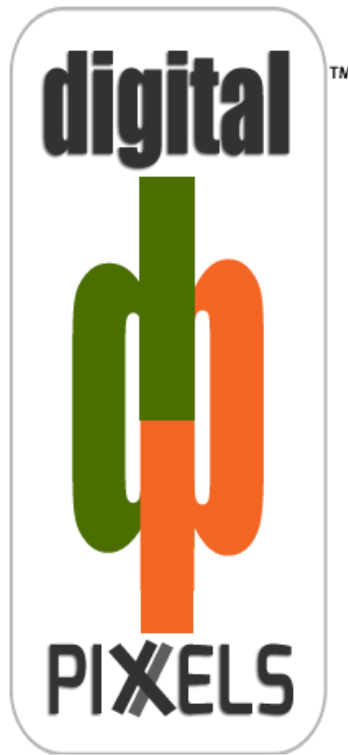


...Professional Website Design & Development



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NEEDS ANALYSIS

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Updated: July 3, 2015



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NEEDS ANALYSIS FOR PROPOSED END-TO-END WEBSITE DEVELOPMENT

General:

1. What are the objectives for this site?

2. What is the primary message you wish to convey to your audience with this site?

3. Who are your target audiences?

4. How does the company/organization differentiate itself from competitors?

5. What are the key reasons as to why customers choose your company/organization?

6. List sites of competitors and briefly state what you like and/or dislike about their overall site.



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Perception

1. Use three adjectives to describe how the site should be perceived by the user. (**Examples:** conservative, progressive, friendly, formal, casual, serious, energetic, humorous, professional)

2. Are there existing branding or marketing materials?

3. If you don't have any marketing materials, is this project being created for a brand new business?

4. What is the primary goal you want to achieve with this site?



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5. List any sites you find compelling. What do you find most interesting about these sites?

1)

2)

3)

6. What is the main action you wish for your target user to take from the main page of your site?
(**Examples:** purchase products, get information, call to action, keep updated, network, chat, download, browse, get contact info, explore)



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Content

1. Will this site use existing content (copy, art, photos, etc.)? If so, what is the source and who is responsible for approval? If not, will you be creating content in-house or will DigitalPixxels provide content?
(Additional cost for digitalPixxels Content Development)

2. Will digitalPixxels be converting existing content to fit the new website or will you be responsible for the content conversion? (if applicable)

3. What is the basic structure of the content and how is it organized? (**Examples:** *is the text now on disk or will it need to be keystroked? Are images optimized for the web or are they used for print?*)

4. If images are digital, is it available in PC or Mac format?

5. Is all the content organized in one location, or is it spread across the organization?

6. Do you intend on keeping this site updated?



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7. If so, how often? And are you interested in purchasing a monthly maintenance package?

8. Who is responsible for updating and providing content?

9. Does this site need to be multilingual?

10. Will this site include dynamic content? (For example generated from a database or external source)

Technology

1. Do you already have a domain name? If so, what is it and what company is it registered with?

2. Do you control this domain name (i.e. have the username, password, and authority to make changes)?

3. Do you have an existing website? If so, what company is it hosted with, and are you committed to staying with them?



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4. Do you control this website now (i.e. have the username, password, and authority to make changes)?

5. Will you have need for secured transactions such as e-commerce credit card or other confidential information? (Please describe)

6. We offer monthly maintenance and update for all websites we design & develop, will you require monthly maintenance services? (Please describe)

Marketing

1. Briefly, what are your short-term marketing goals (next 1-2 years)

2. How do you anticipate this website to help reaching those goals?

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



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4. What do you feel is your Number One business problem?
(Examples: change image, increase customers, promote company, etc.)

Administration

1. Who are the primary contacts for your organization and who has final approval on the project?
(Please list their names, titles, email addresses and phone numbers)

2. What is your target launch date? What are the factors surrounding this deadline?

3. What is the budget for this project?

Housekeeping

1. Are there any cultural factors that we should pay attention to or be highlighted in the design?

2. Are there any legal issues that require attention (Examples: copyrights, trademarks, service marks, trade secrets, patents, etc.)

3. Who are the stakeholders? Who is the main representative that we will be working with?



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4. Who is responsible for final sign-off on all stages of the project?

Measure of success

1. What would constitute a successful project?

Additional comments/notes



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