

Site Planning Document

Strategic Questions for the interview with the client

Purpose:

1. How will users be using this web site?
2. Why will users want to visit this web site?
3. What will users gain from this web site?
4. What medium and platform will users likely use to access this web site?
5. What types of features will be most useful to the users of this web site?

Business Narrative:

1. What is the nature of your business?
2. What do you want to achieve with this web site?
3. Do you want to sell something on this site?
4. Which three adjectives would you use to describe how the user should perceive this site?
5. How many products do you wish to promote on this site?
6. Will you have a need for any secure transactions?
7. How do you plan to advertise and market this site?
8. Have any planning documents been created (storyboards, site maps or flowcharts)?
9. How do you plan to support this site?
10. How do you plan to maintain and develop this site?
11. Are there specific sites that you like and if so, what do you like about them?
12. Are there any specific technologies or features that you want to include?
13. Are there print or digital materials such as graphics, logos or documents that you wish to include on the site?
14. What is the primary action you wish your target user to take after viewing the site?
15. Is there any information you wish to retain from users who interact with the site?
16. Do you have a domain name in mind? Is it registered?
17. Do you have a budget for this site?
18. Are there any additional limitations and constraints you see on building the site?
19. Who are the major stakeholders in this site?
20. Who has authority, ownership, responsibility and veto power over this project?
21. What is the timeline for completion?

Target Audience:

1. Who is the target audience?
2. What is the age range?
3. Are there any factors common to this audience that may affect site design?
4. How computer literate are they?
5. What is a typical profile of the user (interests, beliefs, values)?