



HYBRIDFORGE

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# HYBRID FORGE

## WEBSITE NEEDS ANALYSIS



### WEBSITE DESIGN NEEDS ANALYSIS

The Hybrid Forge Design Needs Analysis is intended to collect of information in support of your website development project. Information regarding your company, project scope, design elements and marketing allows us to better build a website that addresses your specific needs.

If you have any questions, please feel free to contact one of our representatives.

### GENERAL INFORMATION

Project Title: \_\_\_\_\_

Company: \_\_\_\_\_

Project Manager: \_\_\_\_\_

Phone: \_\_\_\_\_

Fax: \_\_\_\_\_

Email: \_\_\_\_\_

Website: \_\_\_\_\_

### ABOUT YOUR ORGANIZATION

1. What is your organization's main product or service?
2. Who is your target audience (i.e. demographics, geographic location, preferences)?

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3. Does the target audience currently hold any views or opinions about your product / service?
4. What distinguishes your organization from its competitors?
5. What are your reasons for undertaking this project now? What are your main objectives for the website?
6. How does this project fulfill your overall business strategy or objectives?
7. What added knowledge / information / service do you think your website will give your target audience?

## DESIGN & CONTENT

8. What are your design preferences (i.e. colors, backgrounds, overall look & feel)? What is the first impression a visitor should get upon visiting your home page?
9. What content / information is most relevant? What should be most prominently displayed?



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10. Rank the following in order of importance (1 being most important and 5 being least important)

- \_\_\_\_\_ Accessibility of Content
- \_\_\_\_\_ Professional Graphic Design
- \_\_\_\_\_ Fast loading pages & graphics
- \_\_\_\_\_ Ease of maintenance
- \_\_\_\_\_ Ease of navigation

11. Rank the following in order of importance (do not rank if it is not important at all)

- \_\_\_\_\_ Provide support to customers
- \_\_\_\_\_ Provide Information to re-sellers
- \_\_\_\_\_ Offer value-added content to encourage visits
- \_\_\_\_\_ Generating sales leads
- \_\_\_\_\_ Selling product or service on-line
- \_\_\_\_\_ Gain visibility in the market place
- \_\_\_\_\_ Match competitors' online efforts
- \_\_\_\_\_ Facilitate communication with customers
- \_\_\_\_\_ Rank highly in search engines

12. Please list three websites that in your opinion possess good attributes:

1. \_\_\_\_\_
2. \_\_\_\_\_
3. \_\_\_\_\_

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13. Please list three websites that in your opinion possess poor attributes:

1. \_\_\_\_\_
2. \_\_\_\_\_
3. \_\_\_\_\_

14. If possible, please provide the website addresses of your three closest competitors:

1. \_\_\_\_\_
2. \_\_\_\_\_
3. \_\_\_\_\_

15. Can your logo and content be supplied electronically? In what formats?

16. What existing marketing materials and / or publications should the site coincide with graphically?

17. Does your organization have access (and own the rights) to photographs used in your publications or taken for other purposes? If so, please describe what formats.

18. Is there any additional information that would assist Hybrid Forge in designing your website?

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19. How do you plan to promote your new website?

20. One year after the site has been launched, how will you know it has been a success?

## MAINTENANCE OF THE SITE

21. Does your organization possess the skills necessary to make regular updates to your website (i.e. able to upload/download files via FTP; able to code changes in HTML and add pages to the site)?

22. What content do you envision will require regular maintenance?

23. In future phases of development, what other content or functionality would you like to have on your site (i.e. ecommerce, real-time chat technology, threaded newsgroups, seminar/conference registration, full specifications of all products, quarterly newsletter sign-up, blog, document management, etc

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