

Internet Venture: Phase I: Survey Form: v1.01

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Organization's Name:	_____
Domain Name:	_____
Point of Contact (initial it):	_____
E-mail Address:	_____
Phone Number:	_____
Date:	_____

Your Organization

What is the mission of the organization?

How does the web site support that organizational mission?

Does the new medium of the Web force you to reconsider the organization's mission?

Please provide corporate and industry descriptions, including competitors, along with a brief critique of their sites.

Include contact information and a description of the group who will be working on the project.

Who are the decision makers?

Who else will you be contracting?

Who's responsible for what?

What human resources do you have for various stages of the process?

The Website

What are the basic goals of this project? (e.g., branding/identity reinforcement, improved access to information, direct sales, corporate communication, etc.) Organize goals according to priority and the when

you need to achieve the goals.

What are the short-term goals?

What are the long-term goals?

How do you envision the site in one to two years from now?

What is the mission statement or summary of your project (1-2 sentences that will drive the project)?

Are there any site goals not currently included in the mission statement? For example, what goals do you have for customer support or the provision of new, innovative services?

Are you presenting us with the whole picture? Is some proprietary information being held back?

Is there an existing site?

What are your feelings toward the site?

Is there existing feedback we should know about?

What are your schedule requirements?

What is the budget for this project? Is there an acceptable budget range, depending on the level and comprehensiveness of services provided? Please explain.

Describe any work that has been done toward designing/redesigning a new web site.

Will the web site reinforce an existing branding or marketing strategy? How?

Discuss any identity/branding assets (logos, other artwork, and fonts) or issues.

What outcome will make this project successful? Give some specific directives for measuring success.

Define ways to measure profitability and the growth of your most profitable customer groups.

What is the business model? This information is needed to determine things like: How to integrate ads into the design, what back-end tools need to take place, what client resources need to be available.

Will you try to support the site through advertising? Will the market support it?

Rank the following, in order of importance:

- A web strategy that fits with our corporate strategy
- A web strategy that fits with our marketing strategy

- Repurposing existing content
- Creating a community of dedicated visitors
- Quality execution (graphics, writing, navigation, etc.)
- Time to market
- Ease of maintenance
- Doing better than our competition on the Web
- People bookmark the site because they get so much out of it regularly
- Staying within the budget
- Sending the message that we know the Web and use it appropriately

Audience

Who are the most important audiences for the web site?

Are there other audiences we're not thinking about? How about the media, investors, competitors, and current and potential employees?

Is there a difference between the most important audiences (e.g., those who influence funding) and the audiences who will use the web site most frequently? What are the implications?

How do these audiences currently interact with your company? By phone, mail, email, fax, or in person?

What will these audiences want to do when they visit the web site? Why will they come and what will make them return?

Now, rank the relative importance of these audiences, and list their most important needs. This is useful in considering possible information architectures for the web site.

What subdivisions of a broad audience exist, and which ones are important to the client?

What traits do you believe (or wish) your audience possess?

Why will people come to your site?

What types of visitors do you *want* to attract?

What are your goals for each type of visitor? What are the products/services involved?

What are your goals for these products/services?

Content

What types of content should and should not be part of the site?

Where will content come from?

Will it be new, repurposed, or both?

How often will you add new content?

Who will update the content?

Functionality

What type of tasks should the user be able to perform?

What functional requirements do you believe to be necessary? (e.g., download areas, database-driven web pages, commerce, catalog, applications, etc.)

Who will update these functionalities?

Are there extraordinary security issues?

Are there other technical issues or limitations?

Have you budgeted for hosting and maintenance of the site?

If so, what is your budget

Who will maintain the site contents?

How will the site be served/hosted?

What types of legacy systems/databases are in place?

What is your long-term plan for the site?

David Siegel's "Field Trip"

This part of the profile is very important. The more work you put into it, the more your project will

benefit. Find the three highest quality sites (more is better) on the Web that relate to your project in the following categories:

- Branding in a similar situation to yours (new company, new brand, established brand, etc.)
- Appeal to same target group of customers
- Whether or not you would build the site if you were in a different industry
- Colors, look-and-feel, user interface, layout
- Size of site
- Size of project
- Publishing model (frequency, novelty of content, etc.)
- Attracting new people to the site (newsworthiness, giveaways, impact, etc.)
- Your competitors' sites
- Quality of content
- Quality of graphics
- Functionality (things sites do for people)
- Community, special features, responsiveness, other categories important to your project

Overall favorite sites (for whatever reasons)