

Audience

Whom is the site intended to serve? Please name all possible audiences.

For each audience, include basic characteristics like: demographic, consumer/business, web savvy, viewing from home or mobile device, etc.

Audience 1

Audience 2

Audience 3

Audience 4

Is this the same audience that is targeted by your current business? If not, how do these characteristics compare with those of your current/previous audience?

What are the main concerns for your target audience?

Audience 1

Audience 2

Audience 3

Audience 4

For what reason will people come to your website?

Audience 1

Audience 2

Audience 3

Audience 4

What are their goals? What do they want to accomplish on your website?

Audience 1

Audience 2

Audience 3

Audience 4

What information/service will people look for on your site to achieve their goals?

Audience 1

Audience 2

Audience 3

Audience 4

What tasks will people want to accomplish?

Audience 1

Audience 2

Audience 3

Audience 4

What action(s) do you want people to take upon getting to **home page**?

Audience 1

Audience 2

Audience 3

Audience 4

What action(s) do you want people to take **during** their visit?

Audience 1

Audience 2

Audience 3

Audience 4

How will people find your site or be driven to it? Why will people come to your site as opposed to a competitor's site?

What are you offering that will get their attention?

What impressions about the company/product/services do you want to convey to your audience? (What impressions about your company, product or services do you want people to carry away with them?)

What kind of experience do you want people to have on your site?

Get down to business

Meander and discover

Fun distractions

Ongoing information

Other

Competition

Who is your competition? Do they have websites?

What aspects of your competitors' sites do you think are customer-positive?

What aspects of your competitors' sites do you think are customer-negative?

Content

Do you have content from ongoing marketing efforts that needs to be incorporated into the site?

Yes No

Do you have existing company collateral that will be repurposed for the web?

Yes No

What information/service will your web site provide in order to achieve your goals?

Who will be updating products and supporting documents? How often?

Partners

Does your company have other web sites that we will need to link to or integrate with?
How much integration will be necessary?

Does your company have strategic partnerships that we will need to link to or integrate with? How much integration will be necessary?

Do you have existing relationships with retailers or other business partners that we will have to accommodate? Please describe those relationships.

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