

Web development questionnaire

Before you write one line of code for a client or even begin to think about a GUI, as a Web development consultant, you need to make sure that you and your client are clear on all aspects of your contract. This Web development questionnaire can help you clarify your client's needs, ensure the parameters of your project, and protect you from scope creep and ambiguous requests. Use this document as a template for your consultancy or as a comparison to what you have on the books.

This questionnaire was written by Angela Lawson, editor in chief of CNET Networks' TechRepublic and Builder.com e-newsletters and a former Web development consultant.

Contact information

Company:	
Contact:	
Project manager:	
Address:	
City, State, Zip:	
Telephone:	
Main e-mail:	

General inquiry

Rationale

1. Have you ever been involved in planning a Web site or a site redesign?
2. Will this be a redesign of the current site or the addition of new features?
3. Is this a new site? If yes, why are you unhappy with your existing site?
4. Do you have a domain name registered?
5. What is your estimated launch date?
6. What is the address (URL) of your present site?
7. What is your estimated budget for site development?

Web hosting/technical

1. Who will maintain your site? If it's already on the Web, who maintains it now?
2. What tools will they/do they use?
3. Have you selected a hosting provider?
4. Do you have your own Web server?
5. What legacy systems are currently in place? Do they need to be converted to a Web-based system?
6. Will the site require links to a database? What is the purpose of this database? What type of database will you use? What data will the Web site send to or pull from the database?

Marketing

1. Do you have an advertising agency or public relations firm? Will they be involved in the development or redesign of your Web site?
2. How do you intend to advertise or drive traffic to your site?
3. Describe your primary target audience.

4. Describe your secondary audience.
5. Describe your industry.
6. Who are your biggest competitors?
7. What do you like/dislike about their Web sites?

What are your objectives for this project? (Check all that apply.)

Create a new marketing presence on the Internet.	
Develop a strong online brand.	
Reposition an existing brand on the Internet.	
Develop advertising-based revenue.	
Create direct-sales revenue.	
Provide detailed product or catalog-based information.	
Establish personal contact with visitors and elicit feedback.	
Reduce traditional sales or support costs by developing or improving consumer/customer experience with online support.	
Build a community for a particular affinity group (such as specific types of customers).	
Establish a technological advantage over competitors.	

How would you define the main goal of this Web site?

Publicity or marketing site	
Intranet	
Extranet	
Game or entertainment site	
Nonprofit or community site	
Application service provider	
Portal	
Content-based publishing site	
Sales/e-commerce site	
Other (Please describe.)	

Select and rank the services you think you'll need:

Front-end experience

(1—Critical, must have; 2—Would like, but not critical; 3—Do not want)	
Logo design	
Site graphics	
Site architecture	
Content creation, editorial review	
Audio/video development	
Chat area(s)	
E-commerce transactions	
Catalog and shopping cart	
User customization	
Search feature	

Back-end/technical

(1—Critical, must have; 2—Would like, but not critical; 3—Do not want)	
Database design and integration	
Content management system	
Usability testing	
Flash development	
Personalization	
Advertising management tools	
Traffic logging and analysis tools	
Merchant account/secure transactions applications	
User-tracking tool	
Administrative site maintenance tools	

Application development	
Site coding (HTML, JavaScript, ASP)	
Legacy system integration	
Web hosting recommendation	
Server selection/installation	
Ongoing site maintenance	

Marketing/strategic services

(1—Critical, must have; 2—Would like, but not critical; 3—Do not want)	
Competitor comparison	
Brand building	
Search-engine listings	
Content and editorial strategy	
Launch strategy	
Product-line merchandising plan	
Publicity strategy	
Marketing materials, media kit on site	