



North Star Solutions Ltd

North Star Solutions Ltd – Client Questionnaire

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We have produced a needs analysis questionnaire to help both parties develop a solid base from which to proceed. The questionnaire is designed to help you define the overall goals of your site including specific questions regarding message, content, audience, look and feel and function.

Please fill it in and return to NSS.

Company Information:

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Part One: General Information

1. Your desired domain name will be:

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2. Who are the primary contacts from your organization and who has final approval on the project? Please list names, job titles, email addresses and phone numbers.

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3. What is your intended launch date for the new site? Are there any specific factors surrounding the launch that may affect the schedule?

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4. Do you have a specific budget in mind for this project?

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5. Are you looking to undertake the project in one pass or are you looking for a phased approach?

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Part Two: Reasons for the Website

1. What are your main reasons for developing a new website?

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2. What is your primary online business objective?

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3. What are your secondary online business objectives?

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4. What is the main business problem you hope to solve with your site?

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Part Three: Audience

1. Describe a typical user coming to your site. How old is the user and will they be accessing the site from home, from work or both?

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2. What is the primary 'action' a user should take when visiting your site? (e.g. contact you, search for information, purchase an item, etc)

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3. Why would a typical user choose your services / products? (cost, service, value, etc.)

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Part Four: Perception

1. Use a few words to describe how the user should perceive the site. (fun, friendly, corporate, modern, innovative etc.)

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2. How is your company perceived offline? What offline material do you have available (brochures, leaflets, corporate identity, mail shots, etc.)

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3. How do you differentiate yourselves from your competitors?

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Part Four: Perception (continued)

4. How do your customers differentiate you from your competitors?

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5. List any sites that you particularly like. Please give your reasons.

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6. Will you be using your external graphic design / marketing agency to produce any of the creative input to your new site?

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Part Five: Content

One of the most important aspects of developing a website is to identify exactly who will be responsible for generating the site content.

The amount of time and effort it can take to collect all the necessary content for a website is often underestimated. We strongly advise that all content, including text, images, forms and downloads etc are gathered prior to the development process. Not only does this allow us to produce more accurate proposals and costings, but it also removes the risk of delays throughout the production cycle and allows us to develop an accurate timescale.

1. Will you be creating content in house or using a third party provider?

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2. If you are creating your own content in house, has either an individual or a group been assigned the task of gathering all text and images etc?

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3. Is the site content already available?

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4. Do you wish to manage and control your own content and keep your site up to date without the need to use a web design company?

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