

Web Project Assignment Questionnaire

Answers to some or all of these questions will help you to broadly express your goals and will provide R.BIRD with information needed for initial consideration of your project and our expertise. Questions underlined are minimum requirements for us to consider your project.

Your Company

1. What does your company do? What are your short & long-term corporate goals?
2. Who are your competitors? What differentiates you from them?

Target Audience

1. How would you characterize your target audience (e.g. college educated, 25-35 years old, technically savvy, etc.)? What do they like? What do they dislike?
2. What types of visitors do you want to attract (e.g. current customers, new customers, job seekers, media, etc.)?
3. What are your goals for each type of visitor? Why would they want to visit your site? What are the products/services involved?

Project Goals

1. What is the mission summary for your project?
2. What outcome or measure will make this project successful?
3. What are the important schedule requirements?
4. What are the minimum or critical deliverable requirements?
5. If only one goal could be accomplished, what would it be?
6. What are expanded goals of this project?
7. Will the web site reinforce an existing brand strategy? marketing strategy?
8. Rank the following, in order of importance:
 - A web strategy that fits with our corporate communications strategy
 - A web strategy that fits with our business marketing strategy
 - Repurposing existing content
 - Creating a community of dedicated visitors
 - Quality execution (graphics, writing, navigation, etc.)
 - Time to market
 - Ease of maintenance
 - Staying within a fixed budget
9. Describe any work that has already been done toward these goals.

Content

1. Where will content come from?
2. Will it be new, repurposed, or both?
3. How often will you add new content?
4. Who will update the content?

Functionality

1. What functional requirements do you believe to be necessary? (e.g. download areas, database-driven web pages, e-commerce applications, media streaming, newsletters, discussion forums, etc.)
2. Are there extraordinary security issues?
3. How will the site be served/hosted? What is your budget for hosting?
4. What types of systems/databases are in place already?
5. What internal IT and design resources are available to support your efforts?

Field Trip

Find on the Web, three or more high quality sites that relate to your project in any of these ways:

- Appeal to same target group of customers
- Colors, look-and-feel, graphics, user interface, layout
- Size of site
- Your competitors' sites
- Quality of content
- Functionality (what sites do for people)
- Community, special features, responsiveness, other categories important to your project
- Overall favorite sites (for whatever reasons)

Commitments

1. I want R.BIRD to:
 - ☐ specify the project parameters
 - ☐ design the site
 - ☐ program the site
 - ☐ provide templates only
 - ☐ enable functional solutions (e-commerce, etc.)
 - ☐ write content for the site
 - ☐ host the site
 - ☐ maintain the site contents over time
 - ☐ maintain site technologies over time
 - ☐ register the site with search engines
 - ☐ other (explain)
2. In what range is the budget assigned to this project?
 - ☐ Less than \$5,000
 - ☐ Up to \$15,000
 - ☐ \$20K to \$35K
 - ☐ \$50K to \$100K
 - ☐ \$_____
3. Provide thorough company background and contact information for decision-makers and project team members.