



SHIVA DESIGNS

design/identity/electronic branding/web



The Need Analysis Questionnaire – Website

Client Details:

Name:

Company:

Address:

City:

Code:

Country:

Telephone:

Facsimile:

Email address:

Present WWW (URL) if any:

Situation Analysis:

- What industry are you in?
- What is the one thing that sets your product apart from the competition?
- What is the major choice influence involved in buying your product?
- What are your customer demographics?
- How is the business marketed?
- Why do you need a website?
- Domain Name registration needed? YES/NO
- Web hosting needed? YES/NO

Site Objectives:

- What are the objectives of the site?
- Below are a few objectives to consider, simply answer Yes or No. Is your site intended to:
 1. Establish a Web presence []
 2. Increase marketing and product branding []
 3. Increase sales []
 4. Generate leads []
 5. Generate requests for information []
 6. Provide easily accessible information []
 7. Survey customers/prospects []

8. Demonstrate your product/expertise []
9. Provide latest information regarding new products/services, sales, special promotions and events []
10. Recruit new employees/post job opportunities []
11. Will you sell a product or service online? []
12. Will you provide a sample portfolio of products or work online? []
13. Do you plan to build a database to use for an email list []
14. Would you like to post articles on your website []
15. Should visitors be able to subscribe to a newsletter []

Proposed Site:

- How do you envisage the website to achieve your objectives?
- Will you have to support different languages (e.g. English, Afrikaans, Spanish, French, ...)?
- How many pages do you want the site to be?
- How many visitors do you want to attract?
- Will visitors be able to use a search function to find information on the site?
- Do you want contact forms on the site?

Resources:

Resources available, simply answer Yes/No:

- Does your company have an existing logo? []
- Will you supply the logo, images and copy to be used in an electronic format []
- Do you require the involvement of a copywriter? []
- Would you require the use of stock images? []
- Would you require photos to be supplied for scanning? []

Competitor Analysis:

- Who are your competitors both online and offline?
- What components of their website do you like/dislike?

Site Review:

We place emphasis that the site needs to be fast loading, ever changing and informative if it is to entice visitors to come back again and again.

This section details the features the site might have to ensure that we cover all the possibilities for example: the possibility of a bulletin board, security issues, search engine ranking, multimedia (flash, audio, visual, animations), email auto responders, database or a shopping cart.

Please specify: _____

Site Testing:

- Internet Browser compatibility (if known)?
- Preferred download times?
- Minimum system requirement of end user (if known)?
- Platform of end user (PC or Macintosh)?

Site Marketing and Maintenance:

- How will you market your site?
- Do you want the website to be linked to other sites or vice versa?
- Will you need the site to be optimised for search engines?
- Which search engines would you like to be submitting the site to?
- Will you buy banner ads on other sites?
- Who will maintain the site, if in-house do we need to provide training?
- Would you like us to maintain the site?
- Who will respond to email queries?
- Do you require any website statistics?

Budget:

We would like to offer you the most cost-effective, fantastic value-for-money solution. We don't want to provide a proposal for a site that is way above your budget. It wastes your time and ours. We want to give you the best solution for what you are willing to spend. To do this we would like to ask the following few questions. Does this make sense - OK then?

- Do you have an existing budget in mind? YES/NO
- What is the estimated budget to develop the site?
- What is the estimated budget for resources i.e. stock images (if applicable)?

Email this completed form to info@shivadesigns.net or fax to **+27 (088012) 993 5849**.

As a next step we will review the information you provided us with and put together a proposal for you. Additional needs and the site specifications will be discussed during working sessions. Please do not hesitate to contact us via email if you have any questions.

Thank you for your time in assisting us to deliver a solution that best suits your needs.

Yours sincerely,

The Shiva Designs Team