

# WEB PRESENCE DEPLOYMENT GUIDE™

## THE CLIENT GUIDE

This guide will help you articulate and identify the overall goals of your site re/design, including specific questions regarding message, audience, content, look and feel, and functionality. Please answer each of the questions in a thorough but brief and clear manner, and add any additional notes or comments at the end of the survey. When finished, all compiled information should be emailed back to your project manager at Inorbital.

### General Information

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1. Intended launch date for the new site? Considerations that might affect the schedule (i.e., PR launch, tradeshow, annual report)?
2. Budget range? Can this project be divided into phases to accommodate budget and timing constraints?

### Reasons for design/redesign

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1. Why re/design your site? (*new business model, outdated site, expanded services, different audience*)
2. What are your online business objectives and goals with the site re/design (in order of importance)?

#### Consider what are your specific goals?

- company/brand awareness,
- product awareness /customer services awareness,
- increase product/services sales,
- community building,
- entertainment,
- knowledge sharing, and
- internal communications.

## Audience/Desired Action

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1. Describe a typical user coming to your site and their online habits (*how often, why online, occupation, age, income, computer literacy, demographics*) Profile more than one type, if appropriate, and rank them in order of importance.
2. What is the primary “action” the user should take when coming to your site (*make a purchase, become a member, and search for information*)?

### EXTERNAL audience?

- current customers,
- potential customers,
- suppliers,
- professional/trade org’s,
- investors,
- competitors,
- children,
- schools/educators, and

### INTERNAL audience?

- all employees,
- management,
- marketing/sales,
- operations, and
- IT.

## Perception and Competition

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1. List a few adjectives to describe how the new site should be perceived. (*Examples include prestigious, friendly, corporate, fun, forward thinking, innovative, and cutting edge.*) How is it different from current perceptions?
2. How does your company differentiate itself from competitors? Please identify your competitor’s web sites with any comments.
3. List the addresses of any sites you find compelling. What specifically do you like about these sites?

## Content

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1. **SITE STRUCTURE:** Do you have a sitemap for the new site structure? Do you already have a wireframe or outline for the proposed redesign? Will you need help to create this site architecture? For the sitemap it’s important to group the content pages in order of importance.

### Which functional features should your site offer?

- ecommerce/shopping cart,
- site search,
- customer service/support,
- tech support, live chat
- discussion forums, blogs,
- newsletter, subscription,
- catalog/information
- order forms,
- feedback form,
- member logon, extranets,
- password protected areas,
- SSL-encrypted areas.
- Browser based content management system

**Functionality Requirements**

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Please list any ecommerce/shopping cart functionality required specific to your products and delivery:

Please list any specific Content Management functional requirements:

**Additional Notes/Comments**

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