

# Web Site Information Interview

Project: \_\_\_\_\_ Date: \_\_\_\_\_

## Client Contact Information

Name	Responsibility	Phone	Email
_____	_____	_____	_____
_____	_____	_____	_____
_____	_____	_____	_____

## Current Web Site

Client currently has a web site? Yes  No  Address \_\_\_\_\_  
Project will be part of existing site?   
Project is to create a new site?

## Project Schedule

Date	Goal
_____	_____
_____	_____
_____	_____

## Description of Business/Organization

Primary products/service, primary market, special value-added services?

\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

## Similar Web Sites

Sites you liked(URL): \_\_\_\_\_  
\_\_\_\_\_

Sites you dislike(URL): \_\_\_\_\_  
\_\_\_\_\_

What differentiated the two categories: \_\_\_\_\_  
\_\_\_\_\_

## Web Site Goals

Specifically, what are the reasons for this project: \_\_\_\_\_  
\_\_\_\_\_

How will we measure the success of your web site? \_\_\_\_\_  
\_\_\_\_\_

## Target Audience

Who do you expect to visit your site?(Age range, business or hobby interest group; computer skills; computer hardware limitations; narrow, well defined audience or wide range of visitors)

\_\_\_\_\_  
\_\_\_\_\_

## Design Information

Do you have a logo you use? \_\_\_\_\_

What colors are part of your letterheads, logo, or other business trademarks?  
\_\_\_\_\_

What fonts do you use? \_\_\_\_\_

Any other elements that create your design identity? \_\_\_\_\_  
\_\_\_\_\_

## Sections of Your Site

[Home page, special information, contact, policies, products/services, credentials(about you), site map?]  
\_\_\_\_\_

\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

## Other Design Issues to be Considered?

(Multimedia use, source of images, need to take photographs on location, other?)

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## Design Usability Assessment

Method to test site design for ease of use for target group? (Discussed as part of site design plan and should be done as assessment of early design proposals.)

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**Person providing responses:** \_\_\_\_\_

**Date:** \_\_\_\_\_