

General Information	
Company name & location	
Briefly describe your organization: <ul style="list-style-type: none"> ▪ Who are you? ▪ What do you do? 	
Primary contacts names, titles, email addresses & phone numbers	
Reasons for Redesign	
Primary objectives of redesign	
Secondary objectives	
Main business problem you hope to solve with the site redesign	
Existing Site Overview	
URL	
What is the concept, product, or service of this site?	
What is successful in the current site and why?	
What are the shortcomings of the current site?	
Audience & Actions	
Who is your target audience?	
Describe two typical users, frequency and purpose of use?	
What is a typical task the user might perform on the new site? (join, read article, post info)	
What user needs are not being fulfilled by existing site?	

Problems reported by users with existing site??	
Have you conducted usability tests on your current site? When?	
Content	
How will the content of new site differ from your current site?	
Expansion or revision of existing content?	
Do you already have a sitemap or outline for the proposed redesign?	
Who is providing content creation?	
What are the visual elements for the site? (logo, color scheme, images)	
Is there an existing style guide?	
Competitive Sites	
List two or three competitive sites: <ul style="list-style-type: none"> ▪ Organization Name? ▪ URL ▪ Comments on the strengths and weaknesses of their site? 	
Technology	
Computer platform and browser of Typical user?	
Use plan for users with older browsers (Netscape 4)?	
Content management system? New or Existing?	

Registration, login or Personalisation?	
E-mail letter distribution?	
Database? New or Existing?	
Security features?	
Search engine?	
Interactive features such as user discussion forum?	
Media-intensive components, such as video or audio?	
Technical people available?	
E-commerce? New or Existing?	
Anything else?	
Site Maintenance	
Site areas to be updated regularly?	
New sections in the future?	
Content creators, editors?	
Graphic designers?	
Maintenance team?	
Search engine optimisation?	

Schedule & Budget	
Schedule	
Is this a fixed schedule or flexible?	
Budget range	
Other	