

The logo features the text "Hello World!" in a black, handwritten-style font. A black silhouette of a person with arms raised is positioned behind the letters "o" and "l" in "World!". The background of the top section is a bright orange and yellow gradient, suggesting a sunset or sunrise, with a large yellow sun in the upper right corner. Below the sky are stylized blue mountains and a green field.

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web site needs analysis

goals

1. What is the primary goal you intend to reach with this site?

.
.

2. What are the secondary goals you hope to achieve?



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message

1. What is the primary message you wish to convey to your audience with this site?

.....

2. Who are your target audiences? Are they different from your current customer profile?
(Please describe in detail)

.....

3. How does the company differentiate itself from competitors?

.....

4. What are the key reasons why customers choose your company?



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perception

1. Are there existing branding or marketing materials?

.....

2. Describe any visual elements or styles that can be utilized from existing marketing materials or collateral.

.....

3. How is your company currently perceived? Do you wish to carry the same kind of message through the site?

.....

4. Use three adjectives to describe how the site should be perceived by the user. (examples: conservative, progressive, friendly, formal, casual, serious, energetic, humorous, professional)

.....

5. What do you feel is the biggest challenge in getting this image across to customers?

.....

6. List any sites you find compelling. What do you find most interesting about these sites?

.....

7. List sites of competitors site and briefly state what you like and dislike about their overall site.

.....



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action

1. What is the primary action you wish your target user to take from the main page of your site? (examples: download, browse, move along a specific path, email, order, explore, click button, call via phone, etc.)

2. What is the primary action you wish your target user to take before leaving your site? Is it the same action as #1? If not, please describe.



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content

1. Will this site use existing content (copy, art, photos, etc.)? If so, what is the source and who is responsible for approval? If not, will you be creating content in-house or will our group provide content?
.
2. Will we be converting existing content to fit the new website or will you be responsible for the content conversion?
.
3. What is the basic structure of the content and how is it organized?
(examples: is the text now on disk or will it need to be keystroked? Are images optimized for the web or are they images used for print? If digital, is it available in PC or Mac format? Is all the content organized in one location, or is it spread across the organization?)
.
4. Do you intend on keeping this site updated? If so, how often? Who is responsible for updating and providing content?
.
5. What elements do you see as "globals" or appearing on every page?
.
6. Does this site need to be multilingual?
.
7. Will this site include dynamic content (for example generated from a database or external sources)?
.
8. Will this site use customer-generated content such as comments, reviews, ratings, or forums?



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technology

1) Do you already have a domain name? If so, what is it and what company is it registered with? Do you control this domain name (i.e. have the username, password, and authority to make changes?)

2) Do you have an existing web site? If so, what company is it hosted with, and are you committed to staying with them? Do you control this web site now? (i.e. have the username, password, and authority to make changes?)

3) Do you want to be able to make changes to this site yourself once it is up? If so, do you need a content management system to allow changes to content via the web?

5) Do you see a need for the web site to have registered users who can add to, change, or moderate the content?

6) Will you have need for secured transactions such as e-commerce, credit card or other confidential information? (Please describe)



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marketing

1. Briefly, what are your short-term marketing goals (in the next 1-2 years)

..

2 How do you anticipate this web site helping to reach those goals?

..

3. Do you have an existing or planned marketing strategy in mind to promote this site? If so, please describe.

..

4. What do you feel is your number one business problem?
(examples: change image, increase customers, promote company, etc.)

..

5. What methods of distributing the URL already exist within the company?



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administration

1. Who are the primary contacts from your organization and who has final approval on the project? (Please list names, titles, email addresses and phone numbers if applicable)

2. What is your target launch date? What are the factors surrounding this deadline?

3. What is the budget for this project?

The logo features the words "Hello World!" in a stylized, handwritten font. A black silhouette of a person with arms raised is positioned behind the letter 'o' in "World!". The background of the top section is a vibrant orange and yellow gradient, suggesting a sunset or sunrise, with a large yellow sun in the upper right corner. Below the logo, there are blue and green wavy shapes representing hills or mountains.

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housekeeping

1. Are there cultural factors that will effect the interface design?
2. What are the legal issues that require attention (examples: copyrights, trademarks, servicemarks, trade secrets, patents, etc.)
3. Who are the stakeholders? Who is the main representative that we will be working with. Who is responsible for final sign-off of all stages of the project?



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measure of success

1. What would constitute a successful project? What are the exceptions?



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additional comments/notes