

WEBSITE QUESTIONNAIRE

What **top 2 current** business goals do you want to achieve with the website? (*immediate needs*)

What **top 2 future** business goals do you want to achieve with your new website? (*long-term*)

What do you think your customers **first** want to see when they visit the website?

Who are the different user groups that would be using this site? And for what reasons?

List any requirements or must-have's for the new website.

SCOT ANALYSIS

What are the current **strengths**? (List 3)

What are the current **challenges**? (List 3) *(think about challenges more internally – things about your current site and its maintenance)*

What are the current **opportunities**? (List 3)

What are the current **threats**? (List 3) *(think about threats more externally – things that can't be as controlled that the site comes up against)*

BRAND QUESTIONNAIRE

What three or four values do you want people to attribute to the representation of the organization?

List 4-6 personality traits for this organization (e.g. sophisticated, energetic, smart, techy, etc.)

What existing brands represent a similar look and feel for what you envision for this website? *(this can also be shown in your competitive analysis – point out here which ones they are.)*