

Please take the time to think carefully about the following questions and answer as accurately as possible. This information will be used to help us consolidate your thoughts and communicate them effectively to the relevant stakeholders. It will also help you measure the success of what we deliver.

General Information

Plan

1. What are the objectives of your new web site ?	1	2	3	4	5
Education					
Engage in two way conversation					
Feedback and Research					
Entertainment					
Sales	✓				

2. What offline strategies exist to drive to the site?	1	2	3	4	5
Direct mail to existng customers					
Direct mail to new customers					
Personal Selling (Phone or Visit) to existng customers					
Personal Selling (Phone or Visit) to new customers					
Online Advertising					
Print Radio and TV Advertising					
URL branding on all company communcations					

3. What are the objectives of this strategy ?	1	2	3	4	5
Make aware of Site					
Drive to visit					
Drive to trial					
Dive to buy					

4. How will you measure the success of the strategies?	1	2	3	4	5
Number of raw visits to the site					
Where the visits came from					
Number of contacts made					
Kind of contacts made					
Number of purchases					

Creative

Use a few adjectives to describe how the user should perceive the site. (Ex: prestigious, friendly, corporate, fun, forward-thinking, innovative, cutting edge, etc.)

List any web sites you like and explain why?

List your competitors websites and explain what you like/dislike about them.

Describe visual elements or content which should be utilised (logo, colour scheme, photographs, illustrations, naming conventions, corporate video etc.)

Additional Notes/Comments - Please take as much space as you wish.

Target

5. Who would you like to visit your site?						
Age	10-20	20-40	40-60	60+		
Gender	Male	Female	Both			
Work location	City	Inner sub	Outer sub	Rural		
Home Location	City	Inner sub	Outer sub	Rural		
Occupation	Industrial	Corporate	Public	Self emp	Domestic	Student

6. How and Why will they visit?					
What kind of computer?	Mac	PC			
What kind of browser?	Explorer	Firefox	Netscape	Safari	
Will they download information?	Yes	No	Maybe		
Will they print information?	Yes	No	Maybe		
Why choose your company?	Price	Quality	Service	Value	Loyalty
How many visits do you expect?	Day	<input type="checkbox"/> Wk	<input type="checkbox"/> Mth	<input type="checkbox"/> Yr	

Content

7. Site map.	Optimum: 6 main pages for navigation
Home:	
Page One:	
Page Two:	
Page Three:	
Page Four:	
Page Five:	
Page Six:	Contact Details

8. Extras	Yes	No
Do you require a text type search window?		
Do you require a menu based search window?		
Do you require a help section?		
Do you intend to keep the site updated? If so, how often?		
Do you require internal content management?		
Is the content created internally?		
Are you solely responsible for approval?		