

# Works Cited, LLC

## Help, I Need a Website!

We are passionate about the web, and we're ready to build you a gorgeous, effective and user friendly website. To help us understand your needs please fill in our Website Questionnaire. This is the starting point for any of our projects and will help us understand you and your requirements. The more detail you give us, the better we'll be able to help you.

### Who are you?

Your name, job title

Your email address

Your phone number (please include any area codes)

Will you be responsible for managing the site on an ongoing basis? If not, who will?

### Time & Money

We have to ask (and it's okay if you can only give us your best guess), but do you have a budget in mind for this project?

Knowing a rough budget will help us respond to you needs in a way that's realistic and achievable.

Do you need the site to go live by or on a certain date? If you do, why? (A press campaign, a specific event etc.)

## Your Organization

Tell us about your organization. Where are you based, what do you do, who are your customers?

Would you describe your organization as being...?

Small but perfectly formed	?
Medium	?
Large	?
Huge	?

What makes your company special?

## Your Existing Website

Do you have an existing website? If so, what is the web address?

Do you need us to replace this website with a fresh one, or is this a separate project?

How does your current website make you feel?

Very, Very Sad  
Sad  
Somewhat Sad  
Indifferent  
It's not too bad  
I like it  
It's great

Why do you feel this way?

## **Down To Business**

What is the site's purpose and what will it do? What business problems do you need your site to solve?

When your new site goes live, how will you know that it is a success?

Who are your competitors? Do they have websites, if they do what are their web addresses?

What emotions should the site convey? What perception of your organization/brand should users get from using the site?

Do you need to write new content for your website?

## **Your Site's Audience**

Who are your primary users going to be? (These are the most important people – if they like it, use it, then it'll be mission accomplished. There can be multiple groups of these primary users, so give us as much detail as possible)

Who else do you think will use the site?

Have your current users reported any problems or issues that they'd like addressed?

## **Functionality & Nerdy Details**

How big do you think your site will be? How many pages of content?

Do you use a content management system now? If you do, what is it called, will you need to use it for this project? Do you like it?

Does the site need to have any specific functions (Ecommerce, forums, a members area...etc.)

Would you like to present Flash content, video content, audio content or any other media types that we should be aware of?

**Thank you for filling in our questionnaire; we hope this is the start of a great project.**

**Please email this document as an attachment to:  
christina@works-cited.com**

**We will be in touch within one working week.**