Online client-centred project scoping questionnaire

Project name/no:

Contact details:

Client/Organization name:

Address:

Tel: Fax: Email:

Web site: .

Project contacts:

Name(s):   Position(s):

Direct line: Email:

Previous interactive media experience

Online

None ☐   A little ☐   Fair ☐   Good ☐   Experienced ☐

Offline

None ☐   A little ☐   Fair ☐   Good ☐   Experienced ☐

Experience description

Online

Products: Producer:

Offline

Products: Producer:

Client's initial statement of what they want

Online project type

Internet ☐　　Hybrid Web/CD ☐　　Intranet ☐　　Extranet ☐　Mobile ☐

Set up new facility

(If yes, domain name suggestions?)

Add/Change existing facility

Market sector

Commercial ☐　　Corporate ☐　　Government ☐　　Education ☐

Project bias

		Importance ranking	Size of section (large, medium, small)
Company profile.....................................	☐		
Information gathering	☐		
Information dissemination	☐		
Retail (products or services description)	☐		
Database access/development	☐		
Marketing/advertising	☐		
Redesign site front end	☐		
Online transactions	☐		
Redesign site	☐		

Others (specify)

Browser/platform expectations

Either:

Developer policy accepted i.e.
Development only for X browser and X versions on X platform　　yes ☐　no ☐

Or:

Client wants:

Browser(s) .

Versions supported:

Plug-ins .

Platform(s) .

Allow Java?　　　　　　　Yes ☐　　　　No ☐

Allow JavaScript?　　　　Yes ☐　　　　No ☐

Allow ActiveX?　　　　　Yes ☐　　　　No ☐

Or:

Client does not know.

Client contact name for answers

Tel:

Email:

Site maintenance
Client to maintain:
You to maintain :

Log analysis

Is this needed?
Client to do
You to do
If yes: How much is wanted?

Benefits/achievements wanted
Not applicable   (Reason)

Through this site the organization wants to achieve:
1.
2.
3.
4.
5.
6.
7.
8.
The users of the site will benefit from or fulfill needs by:
1.
2.
3.
4.
5.
6.
7.
8.
If you were a user what search words might you use to locate the site?

Access and use

The audience/users		Access to what information
Internet		
General public		
Specific market sector(s)		
(specify)		
Intranet		
Corporate/government/ education/other:		
In-house (all)		
Exec		
Managers		
Sales force		
Other		
Extranet		
No. of sites to connect		
Who will need access		
(specify)		

Emotional reaction considerations

Typical user reaction/first impression to main screen: Key adjective(s)

Re the company/organisation represented

..

Re the content of the page

..

Typical user reaction to time spent on the site

Media mix

Client's media	None, wants suggestions		Animation	%
expectations	Text	%	Audio	%
..	Graphics	%	Video	%

Content (existing assets)

Written		Contact:
Relevant databases	Spec:	Contact:
Graphics/stills	Spec:	Contact:
Audio	Spec:	Contact:
Video footage	Spec:	Contact:
Content experts		Contact:

Time for development

Client expectation	(months)	Start date
..		End date

Any fixed dates

(demos etc.)

To be specified in .

proposal

Special Considerations

Database development/online transactions

Company specialist and extra questionnaire needed   yes ☐ no ☐

Client contact for this extra software analysis

..   Tel

..   Email

Dynamic pages required.

Company server-side specialist and extra questionnaire needed   yes ☐   no ☐

Client contact for this extra server-side software analysis

..   Tel

..   Email

Testing strategy

Company Standard (specify)

Focus groups

Usability testing

User trials

Stress/load testing

Other

..

Localisation/Internationalisation

Not needed

Needed (further analysis to be done)

Accessibility Factors Mandatory...... ....yes ☐   no ☐

Budget

.. £/$ approx

..Budget holder: Position

..Tel:

..Email:

Project cost to be prepared and negotiated

Separate costs to be put forward for maintaining and updating