

AccuWeb

We **help you succeed** on the web.

Starter **QUESTIONS**

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Starter Questions

WHAT'S IMPORTANT TO THINK ABOUT WHEN BUILDING A NEW PRODUCT ONLINE?

The following questions are designed to help you think about some of the important issues involved in creating a new website.

At this stage they are very broad in nature, simply created to give us starting points for our first meeting.

1. Objectives/goals

What are the objectives of the project?

e.g. To sell socks, provide services to clients, streamline administrative processes, increase brand presence etc....

Will these objectives be fixed or will they change as the site develops?

Are these objectives equally important as each other?

How will you measure the success of these goals?

What would make the project a success/failure?

Who are your target audiences?

Starter Questions

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Who are your main competitors?

2. Design

Please list around 5 sites you like and 5 you dislike, giving as much detail as possible as to the reasons for this. We suggest you include a few sites in your industry but do not limit it solely to this sector.

Sites you like:

- 1.
- 2.
- 3.
- 4.
- 5.

Sites you dislike:

- 1.
- 2.
- 3.
- 4.
- 5.

3. Content and structure

Do you have a clear idea about the content of the website and how it will link together?

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One of the first things we will do together is define the structure of the site in the form of a sitemap (a hierarchical view of all content in the site).

Please start this process off by thinking about the content you require. Below is an example below of how simple this can be at this stage. *Please note this is purely an example.*

- Home
- About us
 - Who we are
 - Our philosophy
 - Etc...
- Our socks
 - Sock style 1
 - Sock style 2
 - Etc...
- Information
 - News
 - Events
 - Press releases
 - Videos
 - Document library
 - Etc...
- Contact us
- Help
- Etc.....

4. Functionality

Do you have a clear picture of what the core functionality of your website/application will be, and how you would like it to work?

What are the most important elements of this functionality?

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Are there products out there with similar functionality already (not necessarily in your industry)? If so what do you like and dislike about your these products and why?

Are there any special requirements for the application?

e.g.

- Maybe some content needs to be accessed only by a username and password?
- Maybe some content requires the user to accept a set of terms and conditions before they can access it?
- Maybe content needs to be split up between your different audiences
- Etc.....

5. Ongoing needs

How will you most efficiently manage the site once it's been launched?

How important is attracting new visitors to the overall success of the project?

How important is the quality of these new visitors?

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WHAT'S IMPORTANT TO THINK ABOUT WHEN BUILDING A NEW PRODUCT ONLINE?

How important is it to continually invest in developing and improving your product?

What yardstick would you use for defining “improving” in this context?

i.e. We sell more socks, it works faster, staff spend less time on the phone etc...

Would you regard utilizing social media (twitter, facebook, linkedin etc...) in your product as a necessity or a waste of time?