

WEB SERVICES
USI Computer Center

WEB DEVELOPMENT QUESTIONNAIRE

Below are some suggested things to consider before scheduling a web site planning meeting with Web Services:

QUESTIONNAIRE

Please return the attached questionnaire to help us start the planning process for your web site.

WEB DEVELOPMENT TOOLS

The Computer Center recommends that USI web sites be developed using Microsoft Expression Web software. This program replaces FrontPage. Expression Web can help you maintain or upgrade sites created in FrontPage and other programs. It is a good tool to create new sites that are compliant with W3C Web standards. To have this software installed on your computer, contact the Computer Center. The license is approximately \$50.

CONTENT AND IMAGES

If this site is a redesign, review the content and images. Decide what should be edited, deleted, or added.

If this is a new site, gather an outline of content to bring to the first web development meeting.

Bring related promotional materials you would like us to review. Also bring examples of Web sites and graphics that you like.

We recommend that you use professional photos in your web site. USI Photo Services has an archive of USI images, and their custom services are very affordable.

NAVIGATION

Plan what links you would like to have on your homepage or subsequent pages.

FORMS

If your site will have online forms, prepare a list of information you want to collect. Examples of applications, printed forms, or other online forms will be helpful.

| WEB SERVICES STAFF | Phone (812) | Email (@usi.edu) | Office |
|--|-------------|------------------|--------|
| Gail Otterson, Graphic Artist & Web Designer | 464-1908 | grotterson | FA185 |
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WEB DEVELOPMENT QUESTIONNAIRE

Your Name

Department

Fiscal Agent Approval

Computer Center Approval

Is this project a redesign of a current Web site or creation of a new site?

If so, what is the URL address of the site you wish to redesign?

http://www.usi.edu/_____

What do you like and dislike about your current Web site?

GOALS FOR THE WEB SITE

Who is your primary or target audience for the web site?

Prospective Students

Parents

Current Students

Faculty/Staff

Alumni

Community

Donors

Opinion Leaders

Media

Others

What is the primary message you want this site to convey?

What new opportunities do you fore see that this site design will provide?

What purpose would you like your web site to serve?

Recruitment of new students and faculty

Information for current students

Access to Blackboard or MyUSI

Gather Data

Community outreach

News

Events

Other

What other web sites do you like, in terms of function, aesthetics, or similarity of purpose?

1.) http://www._____

What do you like about this site?

2.) http://www._____

What do you like about this site?

3.) http://www._____

What do you like about this site?

What organizations or institutions are the leaders in your field? Do you like their web sites and why?

CONTENT

Will this site use any existing content such as text, photos, or graphics?

Is this material in a digital format?

Will you need additional or updated materials for this project?

Who will be responsible for the creation or preparation of these materials?

Do you have or are you working on printed materials you would like incorporated into the new web site's design?

If yes, do you want your web site to mirror or just complement the printed materials?

TECHNOLOGY

What aspects of the current site's navigation do you want to retain?

Would you like to include interactive technologies in the site, such as online forms or database interaction?

If so, will you be collecting secure information such as credit card numbers or social security numbers?

Would you like to include animation, video, or audio features in the site?

ADMINISTRATION

What is your target launch date for this site? What factors might influence this date, such as special events, marketing, or collection of materials?

How do you plan to promote this new web site?

Are there any additional people who will need to approve the site design, content, or style?

Who will be responsible for the development of the web site in your department?

Who will be responsible for the maintenance of the web site in your department?

How often do you anticipate the web site will need to be updated or revised?