

USI WEB SERVICES
Web Development Questionnaire

To begin your web development project, please print out this form and return completed questionnaire to Web Services. For online version, go to <http://www.usi.edu/webservices/questionnaire.asp>.

Your Name

Date:

Department

Fiscal Agent

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?