Web Requirements Gathering

Client Company: _____

Client contact: _____

Client number/email: _____

Our Representative: _____ Date: _____

Mark as NTH (Nice To Have) anything that sounds good but could be out of scope, so this can be reflected in the quote

Business Description:

(company ethos, service/product)

Competitors

(and how client is different)

Is this a redesign of something that exists or designing something new?

Target Audience:

Age

Reading level

Familiarity with internet

What are they passionate about?

Site Goals:

Immediate goals/ long term goals

What should the site inspire the audience to do after they visit?

Key information you want the audience to leave with?

What topics are covered on the site?

Desired mood/feel

Examples: prestigious, personal, friendly, corporate, fun, forward-thinking, innovative, cutting-edge, serious, crazy, natural, bright.

Existing Assets that you wish to carry forward:

Logo, Colour Scheme, Images, Fonts?

Your preferences

Particular styles/fonts/colours you want to avoid

Some websites you like

Ideas or features you like

Technical constraints

Examples: mobile use required, users have limited wifi/memory.

Accessibility issues

Social plugins (do they already have a FB presence, etc?)

(existing? to be created by us? by you?)

Maintenance

(who will do it?)

Budget (leave blank if unsure, we can suggest)

Timescale (leave blank if unsure, we can suggest)

Legal/ethical/privacy issues (inc GDPR)

Content strategy

Where will it come from? How often?

Interface requirements

Are there requirements to interact with other websites or services?

Are there any industry or supplier specific standards/considerations? (financial, security, etc)

OWASP? GDPR? PCI? Food labelling? Etc…

How important is each of these to you? (rate by number – 1 is highest)

- [ ] Rebranding/New image/Look and feel
- [ ] Engineering/Backend development
- [ ] Improving key metrics/Quantifying success or results/Conversion
- [ ] Reach new audience
- [ ] Understanding your audience
- [ ] Differentiating from competition
- [ ] Convey information about company
- [ ] Getting it done as fast as possible
- [ ] Getting it done as inexpensively as possible
- [ ] Working relationship/communication with your design partner

What are you worried about? What do you imagine going wrong? (allows reassurance, addresses problems)

How will you measure the success of the new site? (specific & measurable)

Who will be working on this project from your end? Will any additional outside partners or agencies be involved and how? (getting names here allows for early collaboration and avoids misunderstandings)