

## **PLANNING YOUR SITE - NEEDS ANALYSIS**

**What is the mission of the organization (or contact person)?**

**What is the purpose of the site?**

Inform, entertain, sell or promote something?

**“Flavor” of the site**

What image should this present?

What should the “tone” be? (formal, friendly, highly professional, high tech, funny)

Helps determine color palette, types of image, tone of copy, layout

**What materials already exist?**

Is there a media kit? Other graphic/electronic materials? Graphic standards/fonts

**Colors**

Company colors?

Any colors to avoid?

**Who is audience?**

Age, gender, income, educational level, ethnic background

Likes/dislikes

How they see themselves; how they’d like to see themselves

Familiarity with computers and the web

Language issues/barriers

What do they do for work/play

**Why does organization need this? Why in this form?**

**What should they be able to do/know after experiencing this site?**

**What are the message(s) to be gotten across?**

One sentence or less for each message

**What questions should this answer?**

**What problems should this address?**

**How will we know if it's successful?**

**How long/involved should it be? How much time will the individual stay with it at one sitting?**

**Any taboos?**

**What platform/equipment/browser will this be used with?**

**How much time to complete this?**