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The Web Purpose Brief

Identify the purpose and direction of your site—establish the project scope.

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Part 1: Your Business/Organization

Name: _____ Contact name: _____

Address: _____

City: _____ State: _____ ZIP: _____

Phone: _____ Fax: _____ Cell: _____

URL: _____ E-mail: _____

Business/Organization description:

# of years in business: _____ # of employees: _____ # of customers: _____

Describe your ideal/target customer:

- Gender, age, geographic location (very important), cultural considerations:
- Characteristics:
- Major "pain" or need they have that your business/school can alleviate or address:

- Solution they're looking for:
- Participation (expected use of your site):
- What motivates and inspires this audience:
- Customer insights from research, anecdotes:

List your main programs or services and the solution they offer your customers:

Part 2: Your Purpose

Purpose of Web site (Check all that apply):

- Sell products via E-commerce/shopping cart
- Generate leads for sales rep or internal follow-up
- Provide an electronic portfolio of your programs, services
- Upgrade your company's/product's image
- Promote membership/sign up members to build relationships
- Educate customers and offer a library of information
- Provide a discussion forum for like-minded people
- Allow visitors to search your inventory or see product options
- Offer product demonstrations, seminars, training materials
- Other _____

Business marketing and sales goals for your Web site (Check all that apply):

- Cultivate more students
- Focus on selling more programs and/or services to existing students
- Grow specific programs or product lines
- Launch a new program or service
- Reinforce/support other marketing efforts (not serve as the main marketing outlet)
- Other _____

Sites you like the look and feel of, and WHY

1. Company: _____ Domain Name: _____

WHY: _____

2. Company: _____ Domain Name: _____

WHY: _____

3. Company: _____ Domain Name: _____

WHY: _____

Major competitors

1. Company: _____ Domain Name: _____

2. Company: _____ Domain Name: _____

3. Company: _____ Domain Name: _____

If you currently have a site, what's the main need for a redesign?

Part 3: Your Project Scope

Who will be making decisions and signing off on the various stages of site development?

What materials do you already have for reference?

- Your current site (Domain Name):
- Web site "wish list" or a rough outline of what you want and envision
- Business plan
- Marketing plan
- Product and/or service list—everything your company makes/does/offers
- Current marketing materials, media plan
- Brand guidelines (a document that lays out your company's rules regarding use of logos, colors, etc.) Your brand is the image or perception you build in your prospects' and customers' minds. It's the combination of the identity graphics (logos, colors), messages, tangible products and intangible experiences your company presents to your audiences again and again.

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