



Site Needs & Goals

Five 'P's, Proper Planning Prevents Poor Performance

Project Summary

State general project information and goals for the site design. This should be an overview of the project as a whole.

1. *What is the basic overview of the project?*
2. *What is the single purpose of the site?*
3. *What are the secondary goals of the site?*

Audience Profile

Profile the target audience. Provide enough detail to enhance everyone's understanding of who the audience is. Include some user demographic information.

1. *Who is your target audience? Choose a typical user (attributes to include are occupation, age range, gender, Internet connection, online frequency/activities, etc.).*
2. *What is a typical task the user might perform on the site? (register, log on, search for information, buy a specific product, send their e-mail address, call for more information, etc.)*
3. *What do you want them to think, feel and do while visiting your site?*
4. *What adjectives can be used to describe the way the website should be perceived by the target audience?*

Communication Strategy or How will you convince the target audience?

1. *What is the overall message you are trying to convey to your target audience? (informative, secure, reliable, efficient, entertaining, etc.)*
2. *How will you convey the overall message? (For example, through the content, design and aesthetics, navigation, page weight, etc.)*
3. *What are some specific visual goals the site should convey?*
4. *How will you measure the success of the site?*

Competitive Positioning or How the website will differ from the competition and the factors that will make it a success. (Specify name and url of at least 2 competitor sites you compared.)

1. *Who is the competition?*
2. *How will this website be different from the competition?*
3. *What specifically does the competition do/use that your site will incorporate?*
4. *If redesigning a site, what areas of the current site are successful and why?*

Targeted Message

State a word or phrase that will appropriately describe the site once it is launched.