

MOTI Web Client Interview Form

Project team: _____

Client name and contact information: _____

Interview Start Date: _____ Interview completion date: _____

Outline

In general, information is needed for the development cycle: scope, sketch, design, develop, deploy. The following outline will provide information necessary for the full cycle.

- Goals of the site
- Target audience
- Content issues
- Design issues
- Deployment

Goals of the site

Major long term goals and expectations from the site (limit to a few)

Major short term goals and expectations from the site (limit to a few)

Desired visitor action, what do you expect and want them to do, like calling the company, ordering an item, etc.

Does your audience have any content expectations, like to know some information, gain factual information, know more about your pricing, and the like?

Which of the above are important to you and your goals, long and short term?

Target audience

What do you know about your audience, like age, education, income, and other characteristics that you know or expect?

Would you describe your audience heavy, moderate, or light users of the Internet? What do you think they may do on the Internet?

Content issues

Content is one of the most critical components of a Web site. Is there a topical outline of the content you expect to present on your Web site? How much content?

How often do you expect to update the content on the Web site?

Who will be responsible for content generation and update on the Web site?

Design issues

Can we have samples of your corporate colors, logo, name, etc. that should be incorporated into the design?

Can you give three adjectives that you would like associated with your Web site?

Deployment

Do you have a registered domain name, a hosting account, an existing Web site? If so, will you continue using the same domain and the ISP?

Do you have your domain management and hosting account management login ID and passwords?

Do you know the technologies offered by your ISP? It must support PHP, MySQL

If necessary, are you willing to start a new hosting account at an ISP we may recommend at reasonable cost?

Do you intend to have e-commerce on the site, like product inventories and display, order taking, payment processing?

Are there specific technologies that the site must provide, like integrating with other software?

Do you have a target completion date that is critical? What is it? This project will likely not finish before the end of April, is that time frame acceptable?
