

Trades West Web Services  
Initial Web Site Survey

Business Profile

Please provide the name, address, phone and other contact information that you would like to appear on the website.

Please describe the business, ie it's core activities, mission statement, the values that guide its activities.

What steps have been taken regarding branding such as use of trademarks, logo or colour scheme, that will be supported with the website?

Trades West Web Services  
Initial Web Site Survey

The role of the website

What led to the decision to have a web site?

What business functions will be enhanced or solved by the site?

How does this fit into what the company strives to achieve?

What measurable benefits will the web site provide and how will success be measured?

Summarize the purpose and intent of the site.

Trades West Web Services  
Initial Web Site Survey

How the web site will be used

Can you categorize and profile types of users of the site?

What are the typical needs of each type of user?

What problems do users face with their current means of working with you?

How do you envision users using the site?

Are there any particular interface or performance requirements for the site?

Is there anything else you would like to add at this time?