

Site Requirements Questionnaire

The following questions are designed to give Passionfruit an insight into the information that is important about your business, so your website can deliver specific outcomes according to your businesses needs. Don't worry if you don't know the answer to any of the questions listed below, simply write down what you think fits best, or any questions/notes you have and then move onto the next question.

Website Purpose

Why does your business need to have a website?

What makes your organisation different from your competitors?

Target Audiences

What sort of visitor do you want to look at your site?

Eg. Current clients, Vendors, People from Wellington, Businesses with more than 100 employees... (list as many as possible)

Audience Information

What information about your business is important to each of the audiences listed above?

Eg. Current Clients – Need current clients to receive monthly information with specific updated information

Competitive Analysis

Who are your competitors?

Please include their website address if known/applicable.

Are there any websites that you like that you would like us to consider?

Site Content

Do you have existing content for the site or will it need to be created?

Eg. Types of content you may require includes - copyright notices, privacy statements, membership rules, member logon pages, signup pages for email newsletters, contact forms, any other specialised forms.

Site Pages

Are there any specific pages that you require on your site?

Eg. About page, Contact page, Audience specific pages etc.