

*The list below should be used as a starting point. You are expected to customize this list to make it client specific. Please plan to ask these in person over the phone, or type a specific email or document with relevant questions. **Please plan your own additional questions as well.***

Non-Profit Organization Information

What is the mission of your organization?

What is the size and structure of your staff?

List your partnering organizations?

What are the themes and messages that your organization wishes to communicate?

Do you currently have a brand identity system (logo, color palette, fonts, etc.) for your organization?

What marketing or promotional materials does your organization currently have available?

Please provide all marketing materials related to the promotion of your organization (logo, images, annual reports, newsletter, brochures, etc).

Do you currently have a website? If so, what is the URL?

What do you want to get out of this website?

Audience

Please describe any and all descriptions of your audience (information like age group, approximate technological skill level, familiarity with your organization's goals, any potential user concerns/barriers such as literacy or disability issues).

Describe one or two specific "typical personas" that your organization works with and seeks to communicate to.

What is the size and scope of your audience?

How does your audience currently find information about you?

What does your audience want to get out of this website?

Technical Issues

Do you have a domain name registered for your website? (e.g. www.nonprofit.org)

Will you need recommendations for registering domain names, website hosting, and maintaining? If so, please e-mail DMOC staff at dmoc@du.edu.

Do you have a staff member who will maintain the website? If yes, please describe that person's level of website maintenance experience (Contribute, html coding, Dreamweaver, content management system, etc.).

List any technical questions and concerns you might have about the project.

If known, describe the technical specifications of the server that will host your website (PHP, ColdFusion, ASP, etc.).

Website Planning

Who is the main contact person for the organization? **Please list ALL contact information that is appropriate.** It is important that I – the designer/developer – have a reliable way of contacting you throughout the process.

If you will not be available for the entire web development process, please list another person and their contact information that students can contact in a crunch.

What are the main goals for the website? [Could you describe the purpose in one sentence?]

If I don't have an outline of your website, how would you break down content on your site? Outline form is most useful. Please think specifically about what your main pages would be and what content would be housed on each of these pages.

What is the most important information your organization wishes to communicate to users?

Have you seen websites for other organizations/businesses that may serve as a good model – visually and functionally – for your site? If so, please list URL's and what you specifically like about each.

What questions or concerns do you have about the web development process?

Other Questions
