

Designing Your Website

While the professionals at Blue Arrow can (and will) offer guidance, producing the most effective website possible will depend largely on the input we receive from you.

The questions below are intended to help you organize your ideas and plans for your new/revised website. Completing this form as a group activity or with input from multiple sources might be helpful.

**Careful planning will reduce design and development time,
putting your new website to work as quickly as possible!**

1. Who is your expected audience?

Your expected audience may be very limited, or you may decide that your website will be used by many different groups of people.

Here are some characteristics to consider about potential website visitors:

Average age:

Personal and professional/educational background:

Purpose for visiting your website:

2. What kinds of information will interest visitors to your website?

If you know/expect that there will be several distinctly different groups of people visiting your site, it might be helpful to list the types of information that will interest each group.

3. Based on your answers to the first two questions, what would you say is the GOAL of your website?

4. When visiting a website, what do you like and dislike?

Think about your current website, or a website with which you are very familiar when you answer the questions below. Please indicate the URL of the website on which your answers were based.

My/our current website (please provide URL: <http://www.>_____)

My favorite website (please provide URL: <http://www.>_____)

I like this website because:

I do not like these things about this website:

5. If updating your website was as simple as typing a memo, how often would you expect to want to update/revise your website?

Daily Weekly Monthly Twice a year Yearly Never

6. Would you like for website visitors to be able to login in order to leave comments or ask questions?

If so, will these comments be on a single topic or multiple topics? Please describe how you see this feature being used.

7. Do you have events that need to be made public?

8. Do you have events that apply to only a select group?

9. Do you have large numbers of pictures that you would like to display?

10. Do you plan to offer on-line shopping from your website?

If so, do you plan to allow the use of credit cards?

**11. Please use this space to describe any other concerns or to ask questions.
We look forward to working with you!**