

WEBSITE DISCOVERY QUESTIONS

Created by ArtSpeak Creative

BASIC INFO:

Your Organization Name:

Location:

LOGISTICS

Are there any points in the process that your team or some stakeholders might not understand that we can help explain?

Has your team discussed how you will gather feedback?

TARGET AUDIENCE

Who is currently visiting and/or using your website?

Who do you want to be using your site? Are they the same people?

Why do they come to your website? (Current State) Why should they come to your website?
(Future Desired State)

ACQUISITION

How are people finding you?

What are they searching for?

How do you want people to find you?

DIGGING DEEP

Why is now the time to rebuild your website?

What are some words that you would use to describe your current website?

What is one thing that you really like about your current site or find to be the most successful?

What do you find is the most challenging aspect of your current website?

What do you wish your website could do better?

Are you currently collecting analytics on your website (Google Analytics or otherwise)?

What's the first thing that you want someone visiting your site for the first time to know?

How will you know that the new website is a success? What sort of indicators will we measure?

STYLING CONSIDERATIONS

Are there any existing websites, that you are looking to for inspiration? Why are they attractive to you?

Are there any sites that you absolutely do not like? If so, what's so off-putting about them?

FUNCTIONALITY

Right now, what is the primary purpose or function of your website?

What should be the primary purpose or function of your website when your new site is launched?