

Client interview

Team name: _____

Date: _____

Client name: _____

Interview topics

- Goals and target audience
- Content
- Design requirements
- Delivery requirements

Goals and target audience

Identify three long-term goals of your website.

What should the site inspire the audience to do after they visit?

Identify some immediate goals of your website.

Client Interview Document Continued

Name some key information you want the audience to gain from your site.

Describe content expectations of your target audience.

Other questions.

Audience background

Describe characteristics of your target audience.

What is the age range of your target audience?

What is the reading level of your target audience?

Does your target audience have special requirements, such as disabilities?

How often is your target audience online?

Describe the most common use of the web by your target audience.

Use a few adjectives to describe how you want the target audience to perceive your site. (Examples: prestigious, friendly, corporate, fun, forward-thinking, innovative, cutting-edge, serious, crazy.)

Other questions.

CONTENT

What should be the title of your site?

What topics should be covered in your site?

Other questions.

Design requirements

Are there any organization colors, fonts, graphics, or logos that should be included in the design?

Are there any colors or fonts you don't want used on this site?

What are some websites you like? Describe specific elements you like about each site, such as navigation, colors, layout, and other design elements.

Other questions.

Delivery requirements

What browsers (and what versions of these browsers) should this site support?

Internet Explorer

Mozilla Firefox

- AOL
- Other:

What platforms should this site support?

- Macintosh
- Windows
- Other: