

## Questions

### Business and Mission Questions

- What type of business are you in? Or what is your department?

### Communication Studies

- Why are you creating this website and what are your objectives for it (at least 3)?
  - **to have easy access to relevant department and program planning documents related to the 5 proficiencies.**
  - **to be able to organize this information**
  - **to be able to present the assessment data to university and public audiences.**
- What outcome will make this website successful and how will you measure that?

### **That the data are easily accessible and readable**

- What are the most frequent complaints you receive from customers/students/faculty about your business or department?

n/a

- Why do people do business with you? Or select your department over others? What makes you, your products, your program, or your service stand out?

n/a

### Website Audience Questions

- Is your audience primarily other businesses, consumers, vendors or employees or students/faculty? If you need to serve more than one of these groups, you could have a site that has a section for each of them or you could have four sites that each serves only one of them.

**Administrators and outside evaluators. I only need one website because their interests are the same.**

- Describe this website's target audience. (e.g. age, lifestyle, ethnicity, etc.) There may be multiple target audiences, so briefly describe each one.  
**n/a for my audiences—see above question**

- What is the single most important thing that you want the audience to know about your business or department?

### **What data correspond to which of 5 proficiencies**

- For each target audience, describe what you think they want to get out of your website or what information they perceive should be there for them.

### **The assessment data**

- What are your goals regarding each target audience that visits the site (give 3-- this is not the same as an objective)?

n/a

- What is the most compelling thing that we want the target user to think after they view/experience the website?

That we have a lot of assessment data that is organized well!

### **Brand Questions**

- What words describe your organization, business, or department? Be as descriptive as possible. Do you think of a color, car, animal, plant or anything else when you think about your business? Not to be corny, but ask yourself questions like 'if my business were a car, what type of car would it be?' Every piece of insight here can help your design team.

### **WASC (Western Association of Schools and Colleges), one of the accrediting organizations in the US.**

- Do you have existing 'brand' collateral such as a logo, or colors, or any style guides?

n/a

- If you have 'brand' collateral and will not be redesigning it, do you have your logo and other assets in a digital format?

n/a

- Do you have a tagline? If yes, is it always associated with your logo or do you sometimes display your logo without it?

n/a

### Competition Questions

- Are there any features or functionality on your competitors' websites that you want to incorporate into your website?  
n/a
- What do your competitors do on their websites that you feel is effective in getting or retaining customers or viewers?  
n/a
- Of any websites in any category, list the websites that you like the best in regards to design (the ones that are your favorites).

N/a

### Content Questions

- Website content consists of text, pictures, video, etc. Where will your website content come from? Does it exist or will it need to be created? If it needs to be created, do you have a writer that will do this?

**The data will come from the team's findings and the program planning. This will be data already created.**

- What type of content do you have and what format is it in? For example, you may have text in Word documents, videos on videotape, audio as MP3s, and photos as prints. In this example, the photos would have to be scanned and turned into a digital format before they could be used on the website.

**This is the data that the team finds., so won't be much more than this.**

- How often will content be changed, updated or added? This could be job openings, special events, press releases, product updates, etc.

**Not updated very often—for the next year, perhaps once a month.**

- Do you need to display your text in other languages like Spanish, French, Korean, etc? If so, which languages?

**no**

- If it were possible, would you like the ability to update and maintain your site content? If so, do you have multiple levels of users such as read-only, editor, translator, or manager for publishing approval?

**This shouldn't be necessary, I think I already have the ability to do this.**

- Your site may consist of pages like About Us, Portfolio, News, etc. What sections and what pages have you contemplated for your site?

n/a

### **Sales and Marketing Questions**

- What type of information, if any, would you like to capture from those visiting the site?

**None/n/a**

- As far as marketing (data mining) what type of information or reporting would you like to see from your website?

n/a

### **Functionality Questions**

- If you are a business, will you display text or banner ads on your site? Will the ads be your own cross-promotional ads or will they be third party ads?

**WASC Logo**

- Do you need community-building features such as chat or a bulletin board?

**No, the main purpose of the website is to analyze program plans based on the five proficiencies.**

- Do you need a specialized contact form? If so, what information do you need to collect?

**No**

- Do you now run or would you like to run an email newsletter or email marketing campaign?

No, thanks

### **Functionality: Content Questions**

- Do you want an area where you can publish your news articles and press releases?

**No thanks**

- Do you ever need to share files like PDFs or Word documents with your customers, students, or employees? Do they need to share files with you? This is a great feature that allows an employee to download the latest health insurance form, students to download necessary forms, or it allows your customer to download the latest operating manual for one of your products.
- Ok, people could submit their program plans to the website, but I think Debra already has this functionality with Dropbox.
- Do you have quite a bit of content? Would a search function help the user find what they're looking for?

**The search function shouldn't be necessary.**

- Do you want to publish your events or calendar on your site? Do you want to automatically send reminders of those events via email? Or via Facebook or Twitter?

**No, thanks**

- Do you need to create specialized data entry forms from time to time?

I don't think so

**Functionality: Other Questions**

- What other features or functions do you want the site to have? What business functions or donation processes would you like automate?

**n/a**

- Are there any functions or features on any website that you know of, that you think are interesting in any regards?

n/a

**Additional Notes/Comments**

Most of these questions do not apply to this project, so I answered them as best I could. Please let me know if you have anymore questions.