



Before we even begin to think about designing a website, we must first make sure that we understand the clients website requirements. A famous Greek philosopher once said that 'We have two ears and one mouth so that we can listen twice as much as we speak.'

The main part of the website requirements gathering process is doing just that, listening.

We follow this rule and before we begin to plan a website for our clients, we listen to what they want to achieve, where they want to go and who they need to target. The process of developing a business website involves three stages of thinking:

1. Thinking about the business aspects of the site such as the business use, content, branding and process integration – the business requirements
  2. Thinking about the visual design aspects such as the layout, the graphics – the creative concepts
  3. Thinking about the technical aspects of the site such as the architecture, the platform and the applications – the technical requirements
- The following questionnaire asks questions that business owners can answer for website developers – graphic designers and technical developers – so that they can design and build your website to meet your requirements.

This document is intended to help you structure your thoughts & expectations for your website. . Once this information is gathered, we are then able to go away and put the website requirements into a more concise format, so that our web design, development and online promotion teams understand what needs to be done. This web requirements document, or website plan, will form the basis of the web design project so that both parties are clear about what will happen.

We want to assure you that any information you provide us with will be kept confidential all the times, and will be used for no purpose other than intended objective between us.

Also all the docs/contnet/images that you need to send us, please upload on a google drive and share with us at [cittasolutionspvtltd@gmail.com](mailto:cittasolutionspvtltd@gmail.com)

**Part I: General Information**

Business Name	
Contact Person	
Title	
Address	
Mobile	
Landline	
Personal Email	
Business Email	
Do You have website?	
If Yes, Website URL	
Reason to redevelop (e.g. better user experience, update look and feel, target different audience)	
If No, Who will Provide Domain, Client or Citta?	
Client (You)	
If Citta (Please suggest few domain names and your preferences of domain e.g. .com, biz, .net, .org, .in)	
Current Web Hosting Company	
If yes, provide the name of the hosting company and the login information	
What domain registrar do you use?	
Please provide details of domain registrar	
How would you describe your level of experience with a project of this type (check one, please)?	
	I need help every step of the way because this is all new to me!

	I have some experience, but will still need some guidance and explanation.
	I've been through this before or have a lot of knowledge about it.

## Part II: Background Information

Please describe what your company/organization does in a few sentences.	
Vision (What you want to achieve now)	
Mission (What you want to achieve in future)	
What problems do your clients have that your organization solves? What makes you different? What is unique and superior about your products/services?	
Do you want to have a new website? what are your priorities? Can the project be divided into phase to account for budget and timing constraints?	
What frustrates you about your current website?	
Describe the desired look and feel by using adjectives and short phrases. (e.g. clean, balanced, modern, friendly, corporate)	
Describe your target audience? What do you want to convey through your site?	
Men/Women/Kids	
Age Group	
Geographic Location	
Please mention B2B - Verticals of your business.	

Who are your direct competitors? Name some peer organizations that are similar to yours and their websites.

### Part III: Brand Identity

List any important words that you want people to associate with your organization’s image and brand.	
What is your tagline?	
Do you have a high-resolution logo?	
Yes	
No	
Not Sure	
If yes, what format is it in? (Exam: JPEG, EPS, PNG) Please provide us in soft/hard copy.	
If No, you want Citta to design new logo for you? Please provide your idea about design and color scheme of logo. What are the colors you wish to avoid while designing logo?	
Have you considered redesigning your logo?	
Yes	
No	
If yes, Please provide your idea about design and color scheme of logo.	
What are the colors you wish to avoid while designing logo?	
Do you have a style guide or brand standards? (A style guide is a set of standards for the writing and	

design of documents.)	
Yes	
No	
Do you have established print/digital marketing materials?	
Yes	
No	
If yes, what type (brochure, letterhead, event materials, etc) Please provide us a soft/hard copy.	
If No, would you like to anticipate this services from us?	
Yes	
No	
What fonts do you typically use?	
Are there any colors that you want incorporated into the website? Usually 2-3 primary colors are sufficient. What are the colors you wish to avoid while designing website?	
Do you have the pantone numbers for the colors you want to use?	
Yes	
No	

**Part IV: Design Preferences**

Please list the names of three to five other sites that you like. In the comment section, please articulate why the sites are attractive to you.	
Website # 1 URL	

Website # 1 Comments	
Website # 2 URL	
Website # 2 Comments	
Website # 3 URL	
Website # 3 Comments	
Website # 4 URL	
Website # 4 Comments	
Website # 5 URL	
Website # 5 Comments	
What types of things do you see on other websites do you like/hate?	

### Part V: Content Management

Is your site managed by a content management system (CMS)?					
Yes					
No					
If yes, which type of CMS are you using?					
Expression Engine		Squarespace		Wix	
Wordpress		Drupal		Weebly	
Joomla		Plone		Wordpress	
Hosted		Tumblr		Not Sure	
Other					
Please provide credentials to operate this CMS.					
Do you currently have a blog?					
Yes					

No					
If No, then would you like to incorporate blog in your website?					
If yes, where is it hosted?					
Current website		Typepad		LiveJournal	
Wordpress		Squarespace		Not Sure	
Blogger		Tumblr		Other	
Will you allow comments on your blog?					
Yes					
No					
At minimum, we would like to have these types of pages as part of our site. Check all that apply:					
Home		Search		About	
Products/services		Contact (Us)		Client List	
Portfolio		Image/Video		Gallery	
News & Events		Privacy Policy		Terms of Use	
Disclaimer		FAQs			
Do you currently have high resolution photos and content that you want to use?					
Yes					
No					
If yes, Please provide us in soft/hard copy.					
If no, who will be providing the photos/content and when?					

In case of E-commerce, what are your preferences for payment gateway?					
PayPal					
CCAvenue					
Bill Desk					
Other					
Who will be updating this website on an ongoing basis? Check all that apply.					
Just me		Marketing Team		Webmaster	
Intern/Volunteer		Office Manager		Other Staff	
Would like to outsource.		Other			
How often do you think you will be updating the website?					
	Once a week or more				
	Monthly				
	Quarterly				
	Less than 4 times a year				
	Other				

**Part VI: Website Features**

Please check all of the features you would like to incorporate into your website:			
Board of Directors (Management)		Staff	
Directions (Map)		Articles	
Registration/customer login		E-Commerce	
Newsletter Subscription		Blog	



Advertising		Forum	
RSS Feed		Volunteer	
Customer surveys/polls		Donate	
Uploads/downloads			
Which Social Media tools do you use? Check all that apply. Also provide credential or assign page role to us.			
Facebook			
Twitter			
Youtube			
LinkedIn			
Instagram			
Tumblr			
Google+			
Pinterest			
Flickr			
What types of social media integration would you like to be done in your website?			
Are there any other website functions that you need?			

**Part VI: SEO Details**

If you were using a search engine, what words or phrases would you use to find your site?
Which of these words or phrases is most important? Second? Third?

Do you use Google Analytics?	
Yes	
No	
If Yes, Please assign editor rights to us at <a href="mailto:cittasolutionspvtltd@gmail.com">cittasolutionspvtltd@gmail.com</a>	

### Part VII: Other Information

Who is the decision maker for this project? (Name, Email and Contact number, Preferred time for communication)
What is the typical turnaround time for making decisions?
What other staff will be involved? What are their roles?
What is your preferred deadline for completing the site? Are there other considerations that could impact the project schedule (e.g. new product launch, marketing campaign)?
Anything else we can help you with?