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Share your ideas to make your website
(Analysis in 10 Minutes)



Macro World Softwares

44, Punit Nagar Part -3, Satellite, Ahmedabad. 380 015

Phone : +91 (79) 5512 5678 Fax : +91 (79) 2676 5550

E-Mail : info@tradsoft.com Web : www.tradsoft.com



Macro World Softwares

E-mail : info@tradsoft.com

Visit us : www.tradsoft.com

Phone : +91(79) 55125678

Fax : +91(79) 26765550

Mobile : +91 9879633230

Web Solution

Business Presentation

New Client's Need Analysis Form for Web Site Design

1	Name:	
2	Company:	
3	Position title:	
4	Phone: Fax:	
5	Address:	
6	City: State: Zipcode: Country:	
7	Email address:	
8	Present WWW URL (if any):	

Industry and Competition Analysis

9	Industry:	
10	General information about Current situation of your industry (Industry Trend)	
11	Market:	
12	Demographics of market:	
13	Influences on buying from company:	
14	Who are your current customers? (General Description)	
15	Why do your current customers buy from you?	
16	Main Competition:	



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Business Presentation

17 Website of competitor:	
18 What do they do better than you?	
19 What do you do better than your competitors?	
20 How does the company currently market itself?	
21 Does the company have a marketing division?	
22 How is business generated?	
23 Number of employees:	
24 Years in business:	
25 Other:	
Situational analysis of existing Website	
26 Domain name registered? Y / N	
27 Current site: www.	
28 Host of current site: Cost p.a.:	
29 Current ISP: Cost p.a.:	
30 Size of current site:	
31 Objectives of current site:	
32 Current site achievements (detail statistics, etc):	



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33	What features of the current site would you like to keep?	
34	What features of the current site don't you like?	
35	How many people visit the Website?	
36	When do they visit your site?	
37	How long do they visit the site for?	
38	Which products or pages are most popular?	
39	What feedback have you had about the site?	
40	Current site was developed by:	
Site objectives		
41	Establish a Web presence, increase marketing and product branding [Yes / No]	
42	Increase sales [Yes / No]	
43	Generate business leads [Yes / No]	
44	Increase international presence of the organization [Yes / No]	
45	Generate requests for information [Yes / No]	
46	Support existing advertising, promotional efforts [Yes / No]	



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47 Offer customer service [Yes / No]	
48 Build store or business traffic [Yes / No]	
49 Provide latest information regarding new products	
50 Provide latest information regarding services, sales, special promotions and events	
51 Build a database for emailing [Yes / No]	
52 Position the company as technologically advanced [Yes / No]	
53 Provide directions to consumers [Yes / No]	
54 Survey customers/prospects [Yes / No]	
55 Recruit new employees/post job opportunities [Yes / No]	
56 How does the proposed site tie in to company goals?	
57 Will you sell a product or service online?	
58 Will you provide a sample portfolio of products or work online? Y / N	
59 If "Yes", how?	





60 Other:	
Proposed site plan	
61 How do you envisage the site achieving these objectives?	
62 How many visitors do you hope to get to your site?	
63 How big will your Website be?	
Proposed flow chart?	
64 Do you have a site layout in mind?	
65 Will your Website offer interactive features to visitors?	
66 Can visitors send email, order a product or request information?	
67 Do you envisage the visitor searching on the site?	
68 How would they search the site?	
69 How can the site give you feedback?	
70 Have you decided what the main categories or sections will be on your site?	





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71	Will the categories link to products and services or to more general subject areas	
72	with sub-categories?	
73	Have you identified what subjects within the site might link to other subjects?	
74	Do you plan to have a guest book, shopping cart, order forms or a calendar of events	
75	Will the site have contact forms?	
76	Will the site have auto-responders?	
77	Who are your competitors online?	
78	Of those, which competitor sites do you like and why?	
79	What competitor sites do you dislike and why?	
80	How do you think your site beat the market at macro level?	
<u>More Information</u>		

