

Stakeholder Survey

Use these questions as a framework for your interviews. Be selective -- not all questions are relevant for all stakeholders.

Audience/Desired Action

1. Do you have a communication plan?
2. What role does your website play in that plan?
3. How well does it accomplish that?
4. How does your website reflect your strategic messages, and how well?
5. What is your website's target audience? If there is more than one, please rank secondary audiences in order of importance.
6. Describe a typical user from your primary audience. How often is the user online and what does s/he generally use the Web for? (Use as much detail as possible in profiling your target user. Profile more than one type if appropriate.)
7. What is the primary "action" the user should take when coming to your site? (apply, join, search for information, etc.). Does the primary action differ for secondary audiences? If so, how?
8. What are the key reasons why the target user chooses your products and/or services? (cost, service, value, etc.)

Perception of organization

1. Use a few adjectives to describe how the user should perceive your

- site. (Ex: prestigious, friendly, corporate, fun, forward-thinking, innovative, cutting edge, etc.) Is this different than current image perception?
2. How are you currently perceived offline? Do you wish to carry through the same kind of perception through your website?
 3. Who are your competitors?
 4. How do you differentiate yourself from competitors? Do you think your current audience differentiates you from your competition? Please list competitor URLs.
 5. List any URLs of sites you find compelling (competitors and industry). What **specifically** do you like about these sites?

Perceptions of current site

1. Do you feel your current site promotes a favorable user experience? Why? Why not?
2. What specific areas of your current site do you feel are successful? Why are they successful?
3. What shortcomings exist with the current site and what three things would you change on the site today, if you could?
4. Have you conducted research on your current site and audience needs? Or is there relevant industry research on your audience? What did you find? How current is this? (Please ask for copies of reports, findings.)
5. Do you measure usage? If so, how many people (as far as you can tell) access your site on a daily, weekly or monthly basis? Do you forecast

usage to increase over the next year and, if so, by how much?

Planning change

1. Do you have plans to change your site? (Only proceed with the remaining questions in this section if the response is "yes")
2. When will changes be implemented? What stage are you at?
3. What are the main reasons for changing your site? (New business model, outdated site, expanded services, different audience, etc.)
4. What are your primary online business objectives with the site redesign? What are your secondary objectives? (Increased applications, marketing/branding awareness, operational efficiency, etc.) Please discuss both long- and short-term goals.
6. What is the main business problem you hope to solve with the site change? How will you measure the success of the solution?
7. What existing strategy (both online and offline) is in place in order to meet the new business objectives?
8. How do you envision the content of this site, as well as functionality and navigation, expanding or differing from your current site?

Additional Notes/Comments

Please take as much space as you wish.
