

Questions to Ask at Kick-Off Meetings

1. Define purpose/vision for the site

- What is the purpose of the site?
- What are the goals of the site?

2. Develop goals for the site

- How would you define a successful Web site for your organization?
- What does success look like? How will you know when you have been successful?
- How would you describe the site?
- From an organization's viewpoint?
- From a user's viewpoint?

3. Define audiences & goals

- Who are the users of the site? (Primary and secondary users)
- How would you describe the users? (User characteristics, i.e., age, experience, education, etc.)
- Why will they come to the site? (User needs, interests, and goals)
- When and where will users access the site? (User environment and context)
- How will users access the site? (User computer settings, i.e., connection speed, resolution, etc.)

4. Conduct task analysis and prioritize tasks

- What will users do on the site? (User tasks, content, features and functionality)
- Which tasks are critical to users' success on the Web site? (Criticality)
- Which tasks are most important to users? (Importance)
- Which features of the site will users use the most? (Frequency)
- Which features are prone to usability issues? (Vulnerability)
- Which tasks are critical to the organization's success on the Web site?
- How often will users frequent your Web site?
- What will compel users to return to your Web site?

5. Determine measurable usability objectives

- Which tasks should users be able to accomplish easily with few errors? (Efficiency)
- Which tasks should users be able to finish quickly and efficiently? (Effectiveness)
- What level of satisfaction should users have after using the site? (Enjoyability)

6. Discuss expectations, requirements & preferences

- What is your vision of what the site should do?
- Describe your initial view of the project. What do you think the project should entail?
- What prompted the redesign?
- Who will be the key point of contact?
- Are there any restraints, mandates, or guidelines for the site?
- Are there any sites you would like to model or a particular style that you prefer?
- What characteristics/attributes/attitude should the site convey to users?

7. Determine accessibility requirements and needs

- Is the site currently accessible?
- What type of accessibility testing has been done?
- What types of accessibility tools are being used?
- Who is the key point of contact on accessibility issues?

8. Identify available resources and training needs

- What level of resources is available for site updating and maintenance?
- Do you have content writers skilled in writing for the Web?
- Are there graphic designers on staff?
- Who will be responsible for programming and maintaining the site?
- Who is in charge of site marketing and promotion?

9. Discuss initial technology needs

- What are your hosting needs?
- Do you currently have a domain name or do you need a new one?
- Are you currently using a content management system? If so, which one?
- Are you currently logging Web metrics? If so, what metrics are you currently capturing?
- Do you currently have a search engine? If so, what type of search are you using?

10. Timeline and Project Plan