
Web Survey

Unit Name:

Date Survey Completed:

Completed by (Name/Title):

Part 1. Answer the following questions about the department's current Web site.

1. Provide current URL:
2. When was your site last redesigned?
3. Provide the names and responsibilities of *all* individuals that are involved in the maintenance of the current Web site (include content developers, designers and IT members).
4. Do you utilize any outside resources to help manage or create content on the existing site?
5. What is the most effective component in your existing site? What makes it most effective?
6. What are the primary problems with the existing site?
7. What components of current site must remain? Explain the importance of this information.
8. What areas of the current site are no longer needed?

PERCEPTION

1. Use three adjectives to describe how the user should perceive the site (i.e., conservative, friendly, formal, casual, humorous, professional, etc.).
2. How is your department currently perceived? Is this in line with how you want to be perceived? If not, what is the biggest challenge in getting your image across to your audience?

INSPIRATION

1. List 2-3 URLs of sites you find compelling. For each site, describe the features of these sites that you think could be used in your department's site (can be academic or non-academic sites).
2. List 2-3 URLs of competitor sites. Describe features that you would want to include and/or features you would want to avoid in your department's site.

CONTENT

1. What information/service does your department provide that your target audience will expect to access online?
2. Will this site use existing content, newly developed content, or a combination?
3. What elements do you see as "universal" or appearing on every page within the site?
4. Will there be any "sub- or micro-sites" associated with this Web site? (I.e., if this is a college site, will department level sites be required to incorporate branding or navigation established in this site?)
5. Have you developed an outline or a content structure for the Web site? Identify broad categories or types of content that will be published on the site (**WebSampleOutline.doc** may help this process).

TECHNOLOGY

1. Are there any specific technologies or multimedia components you would like to utilize (i.e., videos, calendars, etc.)? Describe how you would like to use these technologies.
2. Will you have database functions? Please describe your need in detail, including specific information about desired programs and software.
3. If your office utilizes secured transactions or interactions with the LSU mainframe that will continue to be accessed from the department site? Please describe, include your ITS-UIS representative.
4. Do you plan to utilize any social networking tools in conjunction with your site (i.e., Facebook, Twitter, Blogs, etc.). Describe how you would like to use these tools.

SITE UPDATING and MAINTENANCE

1. How often will your site be updated? (Daily, weekly, monthly)
2. Who will update your site's content? Will multiple individuals be creating and posting content?
3. Who will be responsible for updating graphics, photography, or video on your site? How frequently will they be able to update this content?
4. Who will be responsible for maintaining any interactive forms or database functions on your site?
5. Who will be responsible for managing any social networking tools associated with this site? How frequently will they be monitoring and updating these features?