

**Anglican Diocese of Ottawa  
Feb. 2009**

## **Parish Website Design/Development**

### **Requirements Analysis Checklist**

Please find following a list of questions commonly used during the needs assessment phase of website development. The questions have been adapted from current industry standard needs assessment documentation.

The questions are designed to help parishes gather, discuss and determine the information and criteria required for the development of a successful site in the areas of intuitive navigation, look and feel, functionality and on-going maintenance.

Please feel free to print out the document as required for use in your parish process.

Should you have any questions regarding the questionnaire or require any assistance with the development of your website, please do not hesitate to contact the Diocesan Webmaster at [mailto:ado50@magma.ca?subject=Website toolbox](mailto:ado50@magma.ca?subject=Website%20toolbox)

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## **Parish Website Design/Development**

### **Requirements Analysis Checklist**

**Parish/Site Name:**

**Date:**

## General Questions

1. How long has your parish been in existence?
2. What makes you unique from other parishes in the Diocese?
3. What do you understand your parish "Brand" to be?  
Who do you think you are as a parish?  
What is your parish's personality?
4. Who do others see you as?
5. Who do you want to be?
6. Who are your target audiences and what do they want in a parish?  
(Demographics and needs)
7. Do you currently have a website? If so, what do you like/dislike about it? What do your parishioners say about it?
8. If you have a current website, do you have a website usage statistics report in order to be able to review and analyze current user traffic patterns?
9. What are your goals for the website? How are you hoping to use the Internet to expand or enhance your visibility?
10. How do you plan on measuring the success of your new website?
11. Who are the other churches in your area? Do they have websites? If so, what are the addresses? What do you like/dislike about their websites?
12. What do you feel differentiates you from other churches? (Within the diocese and surrounding area)
13. When are you hoping to launch the website?  
Are you interested in launching in phases if some of the functionality will take longer to build than others? If so, can you identify and assign priorities to the different sections of the site?
14. Do you require the website to be bilingual?

## Design

1. Do you already have traditional marketing materials with a specific brand/image you would also like to use on your website?
2. How would you describe your parish's image? (Or, how would you like to be portrayed?)

Is this image current? Will it attract the audiences you have defined?

3. Are there any websites that you have identified which you feel have the type of design you're looking for – whether they are church websites or not?

## **Development**

1. Are there any interactive functions you would like the website to perform for you? (e.g. Allowing parishioners to place documents, modify current information, etc.)

Do you really require a content management system or just the ability to update pages?

2. Do you need an event calendar? What does it need to do?

3. Do you have existing web pages that will require integration into the new site? If so, do they use any specific technologies that would be required?

4. How do you plan on maintaining the website on an ongoing basis?

Do you have developers who will maintain the code?

Do you have someone who can manage the site? What is their level of skill?

Can they build a simple site?

Can they maintain a simple HTML site by learning to upload text and graphics?

Can they build a more complex site?

5. Do you need a maintenance contract? If so, how many changes will your site require on a monthly basis?

## **Domain Name Registration & Hosting**

6. Do you already have a domain name for the website? If so, what is it?

7. Do you already have a web hosting service for your website?