



Web site ownership Questionnaire

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1 Introduction

This questionnaire is designed to help clients with their Web sites ownership issues and to assist in lowering hidden costs. A series of questions are presented for each site and clients are asked to complete as many questions as possible. The results obtained from this questionnaire form the bases of a review that is reported to the client.

2 Instructions

When using this questionnaire, please consider the following guidelines:

- The purpose and use of this document shall be explained to the client and completed in collaboration with the client.
- Provision of comprehensive and authoritative answering of the questions is in the best interest of the client. The results are not a criticism of the Web sites reviewed.
- Repeat the questioning for each Web site. For large complex sites please conduct for the whole site and for each of the major sections. May be appropriate to do one site per document.
- When completing the document, please over-write the symbols and the text between “<<” and “>>”. If the information is not applicable or is unknown please state accordingly. Update the table of contents at the end.
- Leave all of the questions in the document. The absence of information is as important as its presence.
- Ensure sign-off by the client for the role described.

3 <<Site name >>

3.1 Contact details

3.1.1 Owner

Name: <<name of owner>>

Position: <<position of administrator>>

Responsibility: <<list responsibilities>>

Reports to: <<name and role of the person reported to>>

3.1.2 Manager

Name: <<name of manager>>

Position: <<position of manager>>

Responsibility: <<state responsibilities>>

Reports to: <<name and role of the person reported to>>



3.1.3 Administrator

Name: <<name of administrator>>

Position: <<position of administrator>>

Responsibility: <<state responsibilities>>

Reports to: <<name and role of the person reported to>>

3.2 Business criteria

3.2.1 Purpose

<<List the main purposes of the site in descending order of importance. State the criteria for the importance.

e.g. To provide brochure-ware on our products and services>>

3.2.2 Audience

<<List the main audiences of the site in descending order of importance. State the criteria for the importance.

e.g. 18-25 year olds from a non-ethnic, middle class demographic seeking entertainment>>

3.2.3 Business drivers

<<List the main business drivers of the site in descending order of importance. State the criteria for the importance.

e.g. To lower printing costs by 10% over a 2 year period through having corporate information available>>

3.2.4 Campaign integration

<<List the other media that are used to advertise the Web site, e.g. letterheads, business cards, address in TV and newspaper adverts>>

3.3 Site details

3.3.1 Presence

Please circle: Internet

Intranet

Extranet

3.3.2 Overall size

Number of sites or sections: <<state the number of sites>>

Number of pages: <<state the number of pages in the site>>



3.3.3 Addresses

<<list Web site addresses>>

3.4 Site currency

3.4.1 Last edited

Date: <<date of last change to site>>

Name: <<name of person making the change>>

Change made: <<state the change made>>

Confirm change: <<confirm that the change was made and is correct>>

3.4.2 Change details

Change period: <<state period under investigation>>

Pages added: <<state the number of pages added>>

Pages removed: <<state the number of pages removed>>

Pages modified: <<state the number of pages modified>>

Text changes: <<state the number of text changes>>

3.4.3 Contact details

Date of last review: <<date when site last reviewed>>

Name of reviewer: <name of reviewer>>

3.4.4 Criteria

<<state the criteria used for review, or refer to document>>

3.4.5 Details

<<state the details of the review, or refer to document>>

3.4.6 Implementation

<<from the review state the details of the implementation, whether they were implemented, why they were not implemented, and business impact or refer to document>>

3.5 Performance

3.5.1 Business

3.5.1.1 Criteria used

<<state the criteria used for performance business monitoring>>



3.5.1.2 Monitoring method

<<state the methods used to monitor business performance>>

3.5.1.3 Tools used

<<state the tools used to monitor performance>>

3.5.1.4 Reporting details

<<state the reporting completed for performance assessment, refer to documents>>

3.5.1.5 Outcomes realised

<<state the outcomes achieved by the reporting, refer to documents>>

3.5.2 System**3.5.2.1 Criteria used**

<<state the criteria used for system performance monitoring>>

3.5.2.2 Monitoring method

<<state the methods used to monitor system performance>>

3.5.2.3 Tools used

<<state the tools used to monitor performance>>

3.5.2.4 Reporting details

<<state the reporting completed for performance assessment>>

3.5.2.5 Outcome realised

<<state the outcomes achieved by the reporting>>

3.5.3 Site access**3.5.3.1 Monitoring method**

<<state the methods used to monitor site access>>

3.5.3.2 Tools used

<<state the tools used to monitor site access>>

3.5.3.3 Reporting details

<<state the reporting completed for performance assessment>>

3.5.3.4 Outcome realised

<<state the outcomes achieved by the reporting>>



3.6 Information presentation

3.6.1 Multimedia capability

<<comment on multimedia capability, if its use is sensible with suitable text alternatives>>

3.6.2 Transactional capability

<<List transactional capability, e.g. searches, database driven information, billing etc., comment on its absence>>

Transaction type	Application used	Back office integration

3.6.3 Information access

<<comment on the use of A-T-R and access to information at selected points in the site, give good and bad examples, comment on what it take to address>>

3.6.4 Metadata

<<comment on the use of and currency of metadata, comment on what it takes to address>>

3.6.5 Amount of information duplicated on sites

<<comment on duplication of information within and between sites, comment on what it takes to address>>

3.7 Site structure

3.7.1 Page types

<<list each page type, its role in the site and number of pages of that type. If role based page types are not used, then go by layout>>



Page Type	Role in site	Number of pages

3.7.2 Templates

<<list the number of templates used in the site, if none state "no templates used". Templates may not be the same as page types>>

3.7.3 Global navigation

Elements: <<list the elements in global navigation, e.g. home, help and search>>

Existence: <<exist on each page and is the same on each page, comment on what it takes to remedy the situation>>

3.7.4 Primary navigation

Elements: <<list the elements in primary navigation>>

Existence: <<exist on each page and is the same on each page, comment on what it takes to remedy the situation>>

3.7.5 Secondary navigation

<<state the existence and useability of secondary navigation, comment on what it takes to remedy the situation>>

3.7.6 Related links

<<state the occurrence of related links and there applicability, comment on what it takes to remedy the situation>>

3.7.7 Informative naming

<<comment on naming conventions and informativeness, particularly of navigation, comment on what it takes to remedy the situation>>



3.7.8 Image

3.7.8.1 Size

<<comment on excessively large images and there use, low source images, width and height. comment on what it takes to remedy the situation.>>

3.7.8.2 Alt text

<<comment on the use of alternative text, comment on what it takes to remedy the situation>>

3.7.8.3 Linking

<<comment on the consistency of image use on a page for navigation and links, comment on what it takes to remedy the situation>>

3.7.9 Text

<<comment on the text layout, colours, font sizes and consistency on a page, comment on what it takes to remedy the situation>>

3.7.10 Scrolling

<<comment on the need for vertical and horizontal scrolling, comment on what it takes to remedy the situation>>

3.7.11 Accessibility

3.7.11.1 Download time

<<comment on excessive download times, comment on what it takes to remedy the situation>>

3.7.11.2 Special needs

<<comment on support for special needs, comment on what it takes to remedy the situation>>

3.7.11.3 Plug-ins

<<comment on use of and need for plug-ins, comment on what it takes to remedy the situation>>

3.7.11.4 Browser compatibility

<<comment on browser compatibility, comment on what it takes to remedy the situation>>

3.8 Development applications

3.8.1 Authoring

<<state the tools used for authoring content>>



3.8.2 HTML

<<state the tools used for HTML mark-up>>

3.8.3 Link management

<<state the tools used for link management>>

3.8.4 Scripting

<<state the tools used for scripting, both client side and server side>>

3.8.5 Back-office

<<state the tools used for integration to the back office systems>>

3.9 Operating environment

3.9.1 Development

3.9.1.1 Hardware

<<state the hardware for the development environment, both client and server side>>

3.9.1.2 Software

<<list all software used in the development environment and the purpose used e.g. Dreamweaver – editing HTML, CuteFTP – to FTP files to production site>>

3.9.2 Testing

3.9.2.1 Hardware

<<state the hardware for the testing environment, both client and server side>>

3.9.2.2 Software

<<list all software used in the testing environment and the purpose used e.g. Dreamweaver – editing HTML, CuteFTP – to FTP files to production site>>

3.9.3 Production

3.9.3.1 Hardware

<<state the hardware for the production environment>>

3.9.3.2 Software

<<list all software used in the production environment and the purpose used e.g. Dreamweaver – editing HTML, CuteFTP – to FTP files to production site>>



3.9.4 Social acceptance

3.9.4.1 Hardware

<<state the hardware for the social acceptance environment, both client and server side>>

3.9.4.2 Software

<<list all software used in the social acceptance environment and the purpose used e.g. Dreamweaver – editing HTML, CuteFTP – to FTP files to production site>>

3.9.5 Training

3.9.5.1 Hardware

<<state the hardware for the training environment, both client and server side>>

3.9.5.2 Software

<<list all software used in the training environment and the purpose used e.g. Dreamweaver – editing HTML, CuteFTP – to FTP files to production site>>

3.10 Procedures

3.10.1 Site changes

3.10.1.1 Content change

<<state the procedure for changing content on a site or refer to document>>

3.10.1.2 Link management

<<state the procedure for link management on a site or refer to document>>

3.10.1.3 Review

<<state the procedure for reviewing changes on a site or refer to document>>

3.10.1.4 Testing

<<state the procedure for testing or refer to document>>

3.10.1.5 Release approval

<<state the procedure for release approval so that changes can be made live or refer to document>>

3.10.1.6 Production

<<state the procedure for releasing changes into production or refer to document>>



3.10.2 Application changes

3.10.2.1 Content change

<<state the procedure for changing applications or refer to document>>

3.10.2.2 Review

<<state the procedure for reviewing changes on a site or refer to document>>

3.10.2.3 Testing

<<state the procedure for testing or refer to document>>

3.10.2.4 Release approval

<<state the procedure for release approval so that changes can be made live or refer to document>>

3.10.2.5 Production

<<state the procedure for releasing changes into production or refer to document>>

3.10.3 System

3.10.3.1 Backup

<<state the procedure for backup of environments or refer to document>>

3.10.3.2 Version control

<<state the procedure for version control of environments or refer to document>>

3.10.3.3 Redundancy

<<state the procedure for redundancy of environments or refer to document>>

3.10.3.4 Disaster recovery

<<state the procedure for disaster recovery of environments or refer to document>>

3.10.4 Business

<<state the procedures that exist within the business for using and interacting with the Web site, e.g. procedures for handling e-mails, procedures for using the Web site in the sales process>>

3.11 Tracking issues

3.11.1 Task management

<<state system used for task management>>



3.11.2 Defect correction

<<state system used for defect correction and management>>

3.11.3 Broken links

<<state system used for broken link management>>

3.11.4 Ownership management

<<state system for tracking ownership of content etc>>



4 Signoff

All participants need to signoff on there participation. Be sure that all of the questions answered by the participant are listed. Division may be business group.

The following participants from Commonwealth Bank have provided the respective information for inclusion within this document and hereby agree that the information provided is correct.

Name	Division	Questions answered	Signature	Date
Keith Sherringham				23/12/01

