

Questions to Help You Define a Project

1. Who is the communicator?

A friend, an institution, a business?

2. Who is the audience?

Effective communication involves targeting your message to your intended audience.

- **Demographics:** who your audience is (interests, age or other relevant information)
- **Interests:** what appeals to them
- **Needs:** what they are looking for that your message offers them; define your viewer's goals as they view your communication.
- **Usability:** how to provide the information in a useful and accessible way.

Knowing your audience allow you to:

- Choose the right "look and feel"
- Select content and links to include or omit, based on what interests your audience (and not just you)
- Determine the appropriate tone and style (funny, serious, cartoon, elegant, etc)
- Determine the expected reading level of the user (grade school, college, etc.)

3. What are your objectives?

- What is your purpose for this communication?
- What are you trying to accomplish?
- How will you know if it has been successful; how will you measure success?
- How is your product or service different from others on the market or on the web?
What sets you apart?

4. Why are you communicating this message?

Identify the goal and purpose of the message?

5. What is the message?

Effective communication involves having something to say, and choosing a medium appropriate to effectively convey that message to your intended audience.

6. What medium will you use to convey the message?

Communicating a message requires careful attention to the strengths and weaknesses of the design medium (web, screen, print, multimedia).

7. What image do you wish to project?