

URL:
Date:

CONCEPT DEVELOPMENT QUESTIONNAIRE

Project Details

Contacts:	Jennifer James 713.743.3373 josten@tlc2.uh.edu	Jessica Crowley 512-779-7178 jcrowley@tlc2.uh.edu
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For your own clarity as content developers for the Asthma Files, please discuss the content issues amongst yourselves (varying academic perspectives on the disorder, disunity among them) and a viable strategy for addressing them so that you can prepare content that will attract the varied audience you want without alienating users by favoring one perspective or another, and ways to break down the barriers between disciplines. How do you plan to facilitate true collaborative interdisciplinary research? Answering this fundamental question will help you generate the answers to the questions below.

Understanding your organization

1. What are the goals of your website?
 1. To provide a digital platform/workspace for collaborative social science, art, and humanities research as it progresses, querying asthma as a complex condition -- physiologically, environmentally, socially, and politically complex.
 2. To provide a digital platform that accelerates the public availability of social science, arts, and humanities research.
2. Please describe your organization in a few sentences.
3. Do you have a tagline that clearly describes what you offer in terms of benefits or features?
4. What services does your organization provide?
5. How do your users currently utilize these services?
6. Who are your competitors/collaborators?
7. What sets you apart from your competition?

Design/Layout

8. Please provide a list of your competitors' websites. Note what you like most and least about them.
<http://www.ars-synthetica.net/> -- visually rich, alternative pathways for exploring topics
<http://www.somatosphere.net/> -- strictly bloggy, but kin in some content and concerns
<http://culanth.org/> -- site we built for the journal; "supplement pages" are a close model for an "asthma file"
9. Please describe any problems/issues you have with your current site.
Site needs to be able to accept input (article citations) from Zotero.
10. Please list the main pages you would like included in your site.
11. Do you already have logo/graphics/images to be used? If not, we can help you produce these.
12. Do you have a color scheme in mind, or colors that you want to exclude?
13. Are you planning to do online sales? **NO**
 - a. If so, what is the product, and how many items do you want to sell online?
 - b. If you're planning to sell online, are you set up to accept credit cards?
14. Will any users require a log-in to access certain information?

15. Are there any other dynamic elements to this site, e.g. games, questionnaires, or any other applications?¹
- a. If so, what type of application(s)?
 - b. Does the application exist or will it become part of the development process for the website?

Website Development

16. Where is the website content coming from?
17. When will a detailed list of content items with brief descriptions be ready for the communications team to evaluate?²
18. Which content areas are likely to scale up over time?³
19. Who's responsible for updating it?
20. Who are the decision makers on this project?
21. What is the turnaround time for making a decision?
22. What is your deadline for completing the site?

¹ Please note that dynamic elements take longer to develop and will extend the delivery date of your website.

² The design of any website should issue from a well-defined content base so that information architects, designers, and developers can customize the website to precisely meet your needs.

³ Identifying this now will enable the information architect to design a site that will more seamlessly scale without requiring redesign to accommodate growth.