



Using Who, What, Where, When and Why – Website design planning

What are the 5 w's? Well, Wikipedia puts it like this ...

*"The Five Ws, Five Ws and *one H, or the Six Ws are questions whose answers are considered basic in information gathering".*

*Some authors add a sixth question, "how", to the list, though "how" can also be covered by "what", "when", or "where".

So in the context of website design planning it's a good idea to ask these questions.

- Who is your target audience? Is it a well defined single group or is it a number of smaller prioritised groups?
- What happens when someone from your target audience visits your site? What do they want to do? What do you want them to do?
- Where is the site visitor? At work on a large desktop computer? On a train using a laptop? At home with a Tablet or perhaps in a coffee shop on a mobile phone?
- When do they visit? During the working day? In the evening at home or in the pub?
- Why have they come to your site? What are they hoping to achieve and can they achieve it?
- So next time you are writing a new website brief or updating your existing website content, think of the 5 w's – they might come in handy.

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