

WEB DEVELOPMENT WORKSHEET

A successful website begins with client input. Use the questions on this worksheet to identify, clarify and articulate your intended overall goals. Just leave an item/answer blank if it does not apply to your situation.

General Information

1. What are the main reasons you are redesigning your site or launching a new site? (see also #9)
2. What is the name of your company and your current (or intended) URL/domain name?
3. Who are the primary contacts from your organization and who has final approval on the project? Please list names, titles, email addresses and phone numbers.
4. What is your intended launch date for the new site? Are there any outside considerations that may affect the schedule (e.g., PR campaign launch, trade show, annual report, etc.)? How soon do you anticipate starting this project?
5. Do you have a specific budget range in mind for this project? Is that budget for design, development, maintenance or some combination? Can this project be divided into phases in order to accommodate budget and timing constraints?
6. What sites do you find compelling, effective and/or relevant? What specifically do you like about these sites; are there features or a style you want to emulate? What relevant sites do you dislike, and why?
7. How is your company or your web presence different from your competition? What specifically sets you apart?

Project Information

1. What is primary goal in launching a new or updating an existing site? Your secondary goals? Examples:
 - Promote/give a favorable impression or to create/strengthen an identifiable brand for the company
 - Provide information to our existing customers/visitors about our company, products or services
 - To sell products/services directly or to make product/service information and prices available
 - Gain new customers and generate a list of qualified prospects
 - Collect information about customers/visitors
 - Reduce office labor or mailing expenses by making information available on the site
 - Encourage customers to contact the company
 - To edit, upgrade, and/or maintain preexisting online web content
 - Seek opportunity through an online resume and/or portfolio
 - Communicate views or issues
2. What is the overall message or impression you are trying to convey to your target audience?
3. Do you have an existing company logo, color palette or brand standards you plan on using on the site? If not, do you have any color or style preferences?
4. Will this site use existing content from your current site? If not, will you be creating the content inhouse or using an outside provider?
5. Do you currently own a URL/domain name for your business? Do you currently have hosting for your site? If yes to either, do you have the necessary access information (username, password, login, etc.)?
6. How large do you envision your site being? (<20 pages, 20-40 pages, etc.)
7. What pages do you anticipate being a part of your site content? Examples:
 - About, Staff, Bios
 - Vision/Mission/Purpose
 - Contact Information, Map and Directions
 - Resources, Downloads
 - Products / Services
 - Information Request / Fee
 - Gallery

Audience Profile

1. Who is your target audience? If you know, what is the age range and gender of a typical client/visitor? Occupation? How frequently do you anticipate they visit or should visit your site?
2. What is a typical task the user might perform on the new site? For example: register, log-on, search for information, buy a specific product, send their email address, call for more information, etc.
3. What does the target audience currently think and feel about your company and your current web site?

Perception and Tone

1. If you have an existing site, what specific areas of it do you feel are successful and why?
2. What do your current customers feel about your company?
3. Why do they choose you over your competition?
4. What do you want your target audience to think and feel about the new website? How do you want them to interact with the site?
5. What adjectives can be used to describe the way your website and company should be perceived?

Geeky Stuff

1. What is your target web platform (if you know)?
2. Are there specific technologies (specifically Flash®, javascript, streaming audio/video, database, content management, or e-commerce) you would like to use in the site? If so, how/where to you intend to utilize them?
3. Will your site require database implementation?
4. Will your site require secured transactions or e-commerce? Do you already offer transactions online? Please explain in detail.
5. Will you require other specific programming needs (personalization, search capability)? Please describe in detail.

Updates / Maintenance

1. Do you intend to keep the site updated? If so, how often?
2. Will you need online content management tools for updating your site? What type of content or which specific pages will need to be managed (i.e. entire site, calendar/events page, etc.)?
3. Who is responsible for updating and providing content? Are they comfortable with or would be willing to learn to use a CMS (content management system)?