



Website Design & Development Worksheet

We've put together this handy worksheet to help you capture your vision for the project. Think of this document as a business plan for your website. The more information you can give us, the better we'll be able to respond. By helping us to better understand your goals, we can help you reach them. Answer each question in a clear and concise manner, and skip any questions that don't pertain to your project.

Because each member of your team may have a different vision for the project, we recommend completing this worksheet as a group. That way we won't miss any important opinions. Once you're happy that the worksheet clearly describes your project, email it to keith@glantz.net and we'll work out the right solution for you.

The Basics

What is the name of your company, your website and the current/intended web address?

Describe your company and the concept, product or service your site will provide.
e.g. What is it that your company does? What makes your company unique? Key feature of your company.

Who are the main contacts for this project? Who has final approval?
Please list names, email addresses and phone numbers.

When do you expect the project to start and when does it need to be completed?

Are there specific reasons for these dates?

e.g. Client meeting, tradeshow, product launch, end of year budget

Your budget dictates how much time we can devote to your website. Do you have a budget for this project?

Your Objectives

What are your main reasons for commissioning a new website?

List the business objectives for your website in order of importance.

e.g. info about company, list of services, improve sales, increase customer satisfaction, reduce time spent searching for information etc.

How will you know if the site is a success?

e.g. 20% increase in sales, 70% of surveyed users expressing satisfaction, 30% reduction in time spent searching for info.

Current Site (if you have one)

What aspects of your current site work well and why are they successful?

What aspects of your current site are unsuccessful and why do you think that is?

If you update your current site using a content management system, please describe the system and its main features. Are you happy with the system?

Your Audience

Describe the different types of visitors to your website in as much detail as possible.
e.g. Age, gender, interests, locality, computer savviness.

How do you think your audience currently perceives your company?

Why will people use this kind of site?
e.g. To find the most suitable service for their needs.

Why will people choose your site over others?

What do you imagine people would want to do on your site?

How do you (or will you) promote your business?

e.g. Networking, Referrals, Printed directory listings e.g. Yellow Pages or trade directories, Magazine/ newspaper advertising, Direct mail, Telesales, Email, Search engine and directory listings, Search engine advertising (SEM), Advertising/referrals from other web sites, Your own web site, Anything else?

Content and Design

Describe how you would like users to perceive the new site by listing 10 adjectives that personify the desired brand image?

e.g. Modern, professional, friendly, edgy, fun etc.

Describe what themes you would like your website design to be based on?

e.g. Color schemes, minimalistic, clear navigation, animation, photo heavy, etc.

Please list the websites of competitors and organizations in a related field.
What works? What doesn't?

List websites you like the visual design of and explain why.

Sites like cssdrive.com and designmeltdown.com can be good sources of inspiration.

Outline any ideas you may have for your site. How would these features support your business goals and the goals of your user?

If you need a content management system, please describe the features you would like.

e.g. [updatable news](#), [multiple authors](#), [stock control](#), [user moderation](#), etc.

How frequently will you want to update it?

Please describe the nature of likely content on the site.

e.g. [Very large amount of text and images on each page](#). [Very long pages](#). [Specific images for different pages](#). [Different page layouts for different sections of the site](#). [Consistent page layouts](#).

The key to a successful web site is in the content. What content do you want in your site?

Will you be providing the copy?

What is the approximate number of pages for your site?

Do you have a graphic identity for your business?

e.g. [Logo](#), [stationery](#), [brochures](#), etc.

Does your company have logo display standards? If so, please describe:

Technology

Do you have a web hosting arrangement already? If so, can you provide me the name of the company, server information and any additional technical specifications?

Are there any specific functions that you will require your website to perform?

e.g. Registration form (data capture). Private client login (special client areas which require login and password) site search, e-commerce capabilities, message board, mailing list for newsletters, password protected sections. Please explain your needs:

Last but not least

What is your USP (Unique Selling Proposition)? (What is the one key message you want to deliver in terms of the prospect's own needs that sets you apart from all other competitors? Differentiation can be related to your products, service, or company.)

e.g. Kodak does not sell film, it sells memories. **ONLY ONE THING! THINK HARD!**

Additional Comments

We've tried to keep this worksheet as general as possible, but every project is unique. Here is your chance to add any extra information you think will be helpful.