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Web Site Worksheet

Company: _____

Contact Person: _____

Phone: _____ email: _____

Industry: _____

Current Site: No Yes, Domain Name: _____

Intended Domain Name of New Site: _____

Intended Launch Date of New Site: _____

Intended Budget: _____

Can this project be divided into phases to accommodate time constraints and budget? Yes No

Is this Domain Registered? Yes No If not, would you like us to register it? Yes No

S I T E O B J E C T I V E S

1.) What are the main reasons you are creating or redesigning your site? (New business model, online presence or outdated site, expanded services, different audience, etc.)

2.) What are your primary online business objectives with the site redesign? What are your secondary objectives? (Increased sales, marketing/branding awareness, reduce customer service calls, etc.) Please discuss both long- and short-term goals.

3.) What is the main business problem you hope to solve with the site creation/redesign? How will you measure the success of the solution?

4.) What existing strategy (both on and offline) is in place in order to meet business objectives?

Site Objectives Summary (check all that apply):

- Inform/Contact
- Perform Tasks
- Provide Current Resource
- e-Commerce
- Generating new Business/Members
- Servicing existing Business/Members

T A R G E T A U D I E N C E

1.) Describe a typical user coming to your site. How often is the user online and what does s/he generally use the web for? How old is the user and what does s/he do for a living? (Use as much detail as possible in profiling your target user. Profile more than one type if appropriate.)

Age Range _____ Region/Location (if specific) _____

- Business
- Consumer

2.) What is the primary "action" the user should take when coming to your site? (purchase, become a member, search for information, etc.)

3.) What are the key reasons why the target user chooses your company's products and/or services? (cost, service, value, etc.)

4.) If you already have a Web site, how many people (as far as you can tell) access your site on a daily, weekly or monthly basis? How do you measure usage? Do you forecast usage to increase over the next year and by how much?

PERCEPTION & GRAPHICS

1.) Use a few adjectives to describe how the user should perceive the new site. (Ex: prestigious, friendly, corporate, fun, forward-thinking, innovative, cutting edge, etc.) Is this different than current image perception?

2.) How is your company currently perceived offline? Do you wish to carry through the same kind of message through your web site?

3.) How does your company differentiate itself from competitors? Do you think your current audience differentiates you from your competition? Please list competitor URLs.

4.) List any URLs of sites you find compelling. What specifically do you like about these sites?

5.) Describe visual elements or content which should be utilized from your current site or marketing materials (logo, color scheme, navigation, naming conventions, etc.).

Logo: Established (please provide vector art/eps file) Established, but needs updating
 Open to new design

Colors: Established (please provide file or PMS#s _____) Open to new colors

Typography: Established (please provide font names _____
and/or samples) Open to new fonts

Graphics: Please provide any existing material you'd like your Web site to coordinate with.

C O N T E N T

- 1.) Will this site use existing content from the current site? If so, what is the source and who is responsible for approval? If not, will you be creating content in-house or will you require writing services?

- 2.) If using existing content, what is the basic structure of the content, and how is it organized? Is it a complete overhaul of the current site, or an expansion?

- 3.) How will the content of this site (along with functionality and navigation) expand or differ from your current site? Do you have an existing sitemap for the outgoing site structure? Do you already have a sitemap or outline for the proposed redesign?

T E C H N O L O G Y

- 1.) What is your target platform and browser (i.e. PC/Internet Explorer, if you know)?

- 2.) Are there specific technologies (Flash®, DHTML, JavaScript, Real Audio, etc.) you would like to use in the site? If so, how will they enhance the user experience? Please describe in detail.

- 3.) Will you have database functionality (dynamic content generation, search capabilities, personalization/log-in, etc.)? Do you already have a database in place? Please describe in detail, including specific information regarding existing programs and software.

- 4.) Will you have a need for secured transactions (e-commerce)? Do you already offer transactions online?

5.) Will you require other specific programming needs (i.e. interactive forms)?

M A R K E T I N G & U P D A T I N G

1.) How do most people find out about your current web site? What methods of distributing the URL already exist within the company?

2.) Briefly, what are your short-term marketing plans (Specifically for the site redesign and the 12 months following launch)?

3.) Do you have an existing or planned marketing strategy in mind to promote this site redesign? If so, please describe.

4.) Do you intend to keep the site updated? If so, how often? Who is responsible for updating and providing content?

Please add any other comments you have.
