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## The Website Design Planner

Filling out this Site Planner can go a long way towards streamlining the development of your Web site. Even if you do not complete it, every bit of information that you do include will be very helpful. Please **print** this page, fill in as much as possible (or prepare oral answers), and bring it to our initial consultation.

### I. Background and Goals

#### Company or organization

A brief description of the company/organization: \_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

Name and contact information for the person in your company who will be working on the project:  
\_\_\_\_\_

#### Project

What is the basic goal for your Web site? (e.g., branding/identity reinforcement, information to the public, direct sales, corporate communication, etc.) \_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

What outcome will make this project successful? How will you measure success?  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

What is the budget for this project? \_\_\_\_\_

Describe any work that has been done toward designing/redesigning a new web site.

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Will the web site reinforce an existing branding or marketing strategy? How will you promote your website?

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**Set priorities:**

(Choose the three elements that are *most* important for this project)

- A web strategy that fits with our existing image
- Repurposing existing content
- Creating a community of dedicated visitors
- Quality execution (graphics, writing, navigation, etc.)
- Time schedule
- Ease of maintenance
- Doing better than our competition on the Web
- Ensuring that our site is accessible to disabled viewers
- Ensuring that our site is accessible to all browsers / platforms
- Staying within the budget

## II. Content

### Target Audience

What types of visitors do you want to attract? \_\_\_\_\_

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How do you think your audience currently perceives your company/organization and the services you offer?

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Why will people choose your site over others? \_\_\_\_\_

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What action(s) should the user perform when visiting your site?

(i.e. purchase products, contact you, make payments, sign up for a newsletter, become a member, learn more about your business, search for information, etc.)

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### Content

Where will content come from? \_\_\_\_\_

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How often will you add new content? \_\_\_\_\_

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### Functionality

What functional requirements do you believe to be necessary? (e.g., downloads, Audio, Video, communication/contact forms, database-driven webpages, commerce, catalog, applications, etc.)

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Have you arranged for hosting and maintenance of the site? \_\_\_\_\_

Has your domain name already been registered? \_\_\_\_\_

What is your long-term plan for the site? \_\_\_\_\_

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### III. Form

#### General Appearance

Indicate your general preferences in each set, keeping in mind what most suits the character of your company and your intended audience:

- |                                      |  |   |
|--------------------------------------|--|---|
| <input type="checkbox"/> Elegant     | <input type="checkbox"/> Fun           | <input type="checkbox"/> Corporate/Business |
| <input type="checkbox"/> Traditional | <input type="checkbox"/> Highly modern | <input type="checkbox"/> Subdued            |
| <input type="checkbox"/> Restrained  | <input type="checkbox"/> Very colorful | <input type="checkbox"/> Simple             |

#### General Feeling / Brand Message

Describe in as few sentences or words as possible the feelings you wish your site to evoke, and the brand attributes you want it to convey. (Sample feelings might include: warmth, friendliness, reassurance, comfort, or excitement. Sample brand attributes might include caring, honesty, humor, professionalism, intelligence, technological savvy, sophistication, reliability, and trustworthiness.)

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#### The Field Trip

This part of the profile is very important; fortunately, it is also fun. The more you put into it, the more your project will benefit. Find the three highest quality sites (more is better) on the Web that relate to your project in some of the following categories:

- Appeal to same target group of customers
- Colors, look-and-feel, user interface, layout
- Size of site
- Your competitors' sites
- Quality of content
- Quality of graphics
- Functionality (things sites do for people)
- Overall favorite sites (for whatever reasons)

1.) \_\_\_\_\_

2.) \_\_\_\_\_

3.) \_\_\_\_\_

Tell us about your competition. How do currently compare? Be Honest.

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What are their web addresses? \_\_\_\_\_

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After you've answered these questions, all that's left to do is gather together the material that will appear in the site:

- text
- photos
- logo (if one already exists)