

Web Design and Development – Client/Developer Checklist

Please use this 5 page form to help me compile the various types of information I need to design an effective, comprehensive, and user-friendly web site. Your comments at this stage will help keep me focused on what you are looking for in a web site.

By providing answers below (or by thinking about these questions for when we have a project meeting) I will be able to build a picture of the web implementation you need. The answers you provide will help me to begin defining a web site mockup for you to view online.

Many Thanks,

Rob (Web Developer – Circlewebs)

If you have any questions on any of the subsections please contact me by telephone or by using the link on the 'contact' webpage.

Please note: If you would rather not fill this form in, we can discuss all of these questions and many more aspects of your future web site by e-mail or at a pre-arranged meeting whenever it is convenient for you.

Part 1. Basic Information.

Web site project name:	
Owner or Contact:	
Prepared by (if different to owner):	
Purpose of the website:	
Are sales to be made?	
Products, Services or Other?	
Online or Email purchases:	
Contact Phone:	
Type of Web site:	
Informational /E-commerce /Both?	
Have you a domain name and/or a preferred web site name:	
General description and specifications for the Web site:	

Part 2. Development Information.

Your feedback on these questions would be most welcome. If you don't have an answer or are not sure just leave the section blank. Many Thanks.

A. Objectives: What are we trying to achieve by building this Web site? How many visitors do we want in a given time frame? What do we want them to do when they visit our site?

B. Target audience: Who is our target audience for the site?

C. Current target audience perceptions: How does the target audience perceive our company, our products, and our current Web site (if there is one)?

D. Net impression: What is the most important impression that we want our Web site to make on our target audience?

E. Key copy points: What do we need to tell our target audience?

F. Proof points: Why should our target audience believe us? For instance have we satisfied customers already?

G. Tone: In what manner should we speak to our target audience? That is, should we use technical language; marketing hype; standard, straightforward English; or a combination of these tones?

H. Information boxes: What information categories must we provide to meet our objectives? How do we want to organize our information into these categories?

I. Navigation: How do customers want to navigate within our Web site? What search and browse mechanisms should we offer?

J. Site map: What are the interrelationships among the pieces of information that we provide on our Web site?

K. Additional functionality: What features should we provide on the site to make it easy for our customers to do business with us (for example, shopping cart and payment options?)

L. Keywords and Meta tags: What keywords will customers likely use to find our Web site?

M. Search engines: Which search engines do we want to register our Web site with?

Google, MSN, Yahoo, Hotbot are provided as standard

N. What level of registration do we want (if applicable)? E.g. Members/Guests/Administrators/Content Providers/Customers or combinations of these.

O. Other mechanisms for driving traffic: What other techniques do we want to use for generating business on our Web site? E.g. News Adverts, Business Cards promoting the website etc.

P. Contact information: What contact information and mechanisms for contacting us do we want to provide on our Web site?

Q. Competitive assessment: What are the pros and cons of our competitors' Web sites?

Part 3. Web site project execution (optional)

A. Resource requirements: List internal and external resources

B. Estimated budget: If multiple vendors are required, break down the budget accordingly.

C. Timeline: List project milestones, including estimated beginning and completion dates for each development phase.

D. Other website preferences – Colours/Fonts/ Special Photos/Music/ Text etc.

D. Other considerations (any must haves etc):