

Worksheet:

Planning your own website



Information about this planning aid

This worksheet is designed to support you in **collecting ideas** and **creating a requirements profile** for your new website. In addition, the completed worksheet serves as a **basis for our quotation**.

We are looking forward to **discussing your new website with you in detail**. If you have any questions or need help, please drop us a line... we are always there for you.

Website: www.starenterprise.com/en/web-design-communication/ | **E-mail:** info@starenterprise.com

1. General project overview

Project title

Designed from ground as a new website.

Redesign of an existing website.

Domain / URL

Reasons for redesign
Advantages & disadvantages of current website, features to take over, criticism

1.1. Intention

General information about the business.

Detailed information about products and services.

Distribution of products and services online.

Marketing and customer loyalty; generating new contacts.

Service and self-support solutions (customer relationship management, CRM).

Implementation of interactive services (search engine, e-commerce, communities, etc.); key points only:

Download of data files and documents (e.g. catalogues, manuals, software).

Closed user groups (e.g. resellers, expert groups).

Language versions of contents

1.2. Further objectives and expectations

A performance review of the system is to be carried out after the (re-)launch.

Performance indicators, parameters

Target values / Actual values

2. Target audience(s)

Individuals (business-to-customer, B2C); main social environments (milieus):

Established / traditional

Consumption-oriented

Status-oriented / meritocratic

Liberal / Intellectual

Modern / progressive / postmodern

Hedonistic / strongly individualistic

Other characteristics:

Business customers (business-to-business, B2B); main targets:

Small and medium-sized enterprises, freelancers

Large scale enterprises, industrial enterprises

Governmental institutions, organisations

Other characteristics:

2.1. Geographical distribution

Regional or limited to a local area only :

Country-wide or limited to certain countries, languages or cultures:

International, focusing on these regions or languages:

2.2. Additional information about the target audience(s), special requirements

3. Layout and design

Website layout in accordance with the existing corporate design guidelines.

This refers to all elements, which are part of a business' visual appearance; most important the company logo, but also other individual characteristics (e.g. motifs, colours, fonts).

Develop a new corporate design in the course of the project.

3.1. Design requirements (an existing corporate design has higher priority)

Layout profile (design language, structure)

Neutral, functional

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Individual, detailed

Technical, cool

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Natural, playful, warm

Timeless, classic

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Modern, up-to-date

Soft structures

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Hard structures

Colour scheme of the user interface

Warm colours

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Cold colours

Low intensity

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High intensity

Few, selected colours

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Many different colours

Harmonious

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Rich in contrast

Third party websites which appear attractive (URLs, characteristics):

3.2. Additional notes about layout and design preferences

4. Contents (use this page as master copy; one page per content element)

Label

Detailed description (contents, extent, intended way of presentation):

5. Interactivity

Note: Items can be outlined more closer alternatively at section 4 „Contents“.

Connection to external databases (e.g. catalogues, knowledge databases); required functionality:

e-commerce (e.g. contact forms, online stores); required functionality:

Customer relationship management (CRM, e.g. self-support, sales chat); required functionality:

Social communities, discussion boards and portals (also integration of third party solutions); req. functionality:

Closed user groups (password protected areas); required functionality:

Newsletter (including address management, online mailing archive)

Local (site-wide) search engine, interactive tools for navigation

Weblog, professional articles, whitepapers (database-based solution)

Integration of groupware (e.g. project management, e-mail, calendars); required functionality:

5.1. Other interactive features (key points and brief summary only):

6. Site management (maintenance of the website)

Online updates or updates performed by several users.

- Requires installation of a content management system (editorial system for websites).
- Slightly increased development efforts and higher technical hosting requirements.

Recommendation: Frequently updated websites in a multi-user environment.

Offline updates or updates performed by a single user.

- One-time licensing fee required to purchase the management software.
- Requires some initial training (basic computer and Internet skills recommended).

Recommendation: Websites that will be frequently updated.

Outsourcing: Content updates are done upon request by the website designer.

- Predictable costs, if a flat rate can be arranged.
- Great time savings and guaranteed professional results.
- Maintenance of the technical backend (interactive services like databases, e-commerce).

Recommendation: Most small business websites and websites with infrequent update requirements.

Anticipated monthly workload

Planned monthly budget

6.1. Individual requirements for the site management

7. Planned marketing activities for site (re-)launch

Advertising campaign (banner ad network, search engines)	
Budget	
Solution providers	
Goals and expectations	
Advertising campaign (other media)	
Budget	
Solution providers	
Goals and expectations	
Other activities	
Budget	
Solution providers	
Goals and expectations	
Mailing campaign (by e-mail or postal mail)	



8. Technical infrastructure

8.1. Domains

Registered domain names

Desired, but not registered domains
Check availability !

8.2. Hosting provider

A hosting contract has been signed already. Name and contact information:

Booked services

No hosting contract has been signed or switching to a new hosting provider is planned.

Period of notice (current provider)

Requirements, wishes