



Worksheet:

Planning of business websites



Whitepapers and technical documentation

Information about this document

Author: Tobias Eichner, tobias@starenterprise.com

Date of first release: February 2013 | **Date of last revision:** 10. June 2016

© STAR ENTERPRISE - www.starenterprise.com | Terms and agreements: www.starenterprise.com/en/terms/

From the raw idea to your own exceptional business website...

- Are you planning a new website for your business ?
- Are you considering to redesign your current website ?
- Do you want to get more out of the Internet ?

Whichever goal you are pursuing, a precise planning is always the first step to successfully complete a website design project.

Our planning worksheet will help you to write down your requirements in a structured manner and to put your ideas into concrete terms.

And maybe you even discover some interesting features worth being implemented into your website you never thought about yourself...

It's as easy as 1-2-3 !

Please take the time to fill in this worksheet as completely as possible. If a particular section is not applicable to your project, then leave it empty.

If you need room for further notes, please use a separate sheet of paper (ensure to add the section header near your comments to prevent information getting mixed up).

Based upon this documentation, we are now going to personally discuss all details of your project. Finally, you will receive a free non-binding offer from our webdesign team to make your new professional website become a reality.

Help and contact information

If you wish to get assistance or just have some general questions about website design, no matter... just drop us a line and we are here to support you.

Please refer to the last page of this document for further information and contact details.

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

[Large dashed rectangular area for content]

Success control and efficiency review after (re-)launch.

Performance indicators, parameters

Target value / Actual values

[Dashed rectangular area for performance indicators]

[Dashed rectangular area for target and 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.

Generic term that 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	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	Individual, detailed
Technical, cool	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	Natural, playful, warm
Timeless, classic	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	Modern, up-to-date
Soft structures	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	Hard structures

Colour scheme of the user interface

Warm colours	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	Cold colours
Low intensity	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	High intensity
Few, selected colours	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	Many different colours
Harmonious	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	Rich in contrast

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

3.2. Additional notes about layout and design preferences

4. Static contents

Overview about all static contents of the website:

Includes any contents, which will rarely or never change, like company introduction, general information about available products, services and other fields of business activities, references and contact details.

Note: Please outline each item more closer at section 6 "Project-specific contents".

Contact forms (e.g. inquiries, requesting catalogues, arranging appointments).

Order forms (e.g. used as an alternative to a full-featured online store when just selling few items).

5. Interactive contents

Note: Please outline each item more closer at section 6 "Project-specific contents".

Databases (e.g. catalogues, knowledge databases); required functionality:

e-commerce (e.g. 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. Project-specific contents (use this page as master copy; one page per content element)

Element label

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

7. Collection of source materials (contents, documents and pictures, multimedia)

The following material is already available and should get used:

[Empty dashed box for listing available source materials]

The following material is available, but needs some revision (as outlined below):

[Empty dashed box for listing material needing revision]

New contents (sources, relevant material available ?):

[Empty dashed box for listing new contents]

Contents must be translated and localised.

8. 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

8.1. Individual requirements for the site management

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

Banner advertisements at ad networks and search engines.

Budget

Solution providers

Goals and expectations

Advertisements in other media.

Budget

Solution providers

Goals and expectations

Other activities.

Budget

Solution providers

Goals and expectations

Mailing campaign planned (by e-mail or postal mail).

10. Technical infrastructure

10.1. Domains

Registered domain names

Desired, but not registered domains
Check availability !

10.2. Hosting provider

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

Booked services

No hosting contract is signed or switching to a new hosting provider is intended.

Period of notice (current provider)

Requirements, wishes

About STAR ENTERPRISE

[Information Technology Is Our Universe !]

STAR ENTERPRISE is an **IT and business agency** offering a wide-spread range of **professional products and services** dedicated to corporate customers of any industry and any size.

Our portfolio covers **business consulting, software development** and **IT services**. By means of our innovative solutions, we support our clients in taking advantage of today's information technologies to work more efficient and more profitable.

Our philosophy is simple: We want to establish **long-term business relationships** by carrying a **high degree of responsibility while working results-oriented**.

Contact Information

[Author]

You have **questions, which are related to this whitepaper** and want to get in touch with the author ? Please have a look at the title page to find the author's name and personal e-mail address.

[STAR ENTERPRISE]

We are looking forward to discussing the **possibilities for your company** and are sure that our **individual solutions and professional service** will convince you to **take a first step in starting a partnership with us**.

Please contact **our customer service:** www.starenterprise.com/en/free-advice-quotation-request/
General inquiries by e-mail: info@starenterprise.com

Website

STAR ENTERPRISE: www.starenterprise.com