



ideas

from WORKING DESIGN

DEFINE, DESIGN, DELIVER **YOUR WEBSITE PROJECT DETAILS**

A successful website project is all about laying the groundwork. The following questions will let you know how Working Design approaches the process, and may help you begin thinking about your needs and requirements.

These are some of the questions we explore during initial meetings, in order to determine the scope of your project. This information is also used to develop a cost estimate for building the site.

1 Do you have a website right now? YES NO

2 What kind of business or organization do you have? What is its main purpose?

3 Do you have a strategic plan or business plan? YES NO

4 Do you have a marketing strategy? YES NO

5 Do you have a communications strategy? YES NO

6 Do you have a mission statement? What is it?

7 Do you have key message statements? What are they?

8 What communications materials or tools do you currently use?

9 Do you have a visual identity (logo, colours, typographic style) YES NO

10 What audience are you trying to reach with your website?

11 Is this audience different from your current audience? YES NO

12 What do you want a website to do for your organization?

13 Do you have an online marketing strategy? YES NO

14 How do you see a website integrating with your existing communication tools?

15 What functions will your site require?

- | | |
|--|--|
| <input type="checkbox"/> news updates | <input type="checkbox"/> registration for events |
| <input type="checkbox"/> networking between users | <input type="checkbox"/> discussion forums |
| <input type="checkbox"/> calendar of events | <input type="checkbox"/> accessing a database of information, services or products |
| <input type="checkbox"/> on line store / e-commerce | <input type="checkbox"/> customized searching of site content |
| <input type="checkbox"/> presenting services or products | <input type="checkbox"/> displaying artwork portfolio |
| <input type="checkbox"/> displaying music or video | <input type="checkbox"/> downloading music or video |
| <input type="checkbox"/> downloading PDFs | <input type="checkbox"/> blogging |
| <input type="checkbox"/> password protected user areas | <input type="checkbox"/> subscription / member sign up |
| <input type="checkbox"/> RSS feed | <input type="checkbox"/> sign an online petition |
| <input type="checkbox"/> answer a survey | <input type="checkbox"/> other |

16 Do you intend to update and maintain the site yourself? YES NO

17 If so, what kind of in-house technical capacity do you have?

18 Are you considering developing your in-house capacity? YES NO

19 Would you need ongoing technical support? YES NO

20 Have you registered your domain name? YES NO

21 Have you chosen a host? YES NO

22 Do you have a budget in mind?

- \$2,000 - \$3,000
- \$3,000 - \$5,000
- \$5,000 - \$10,000
- \$10,000 plus

■ “Define, Design, Deliver: Your Website Project Details” is part of an occasional series of discussion papers about communication and design from Working Design, a Vancouver, B.C.-based company. www.workingdesign.net