

Website Project Planner

Having a clear view on your idea and goals is critical for the success of your project. So please answer the questions below as thorough as possible.

1. Organization overview

*Full name of the contact person

*Full physical address of your organization

*Your organization's name?

*Domain Name

*Please describe what your organization does? What specific product(s) or service(s) should the project promote?

*Do you have a slogan or tagline that clearly describes what you offer in terms of benefits or features?

*What problems do your prospects have that your business solves? What makes you different?

How long have you been on the market? On what markets do you operate?

What is your customer base?

Who are your competitors?

What makes you different?

2. Project overview

*What is the aim of the website?

*What goals are you trying to achieve with you websites?

*Do you have a current website? What problems are you experiencing (does your website generate enough sales, does it rank well, project the appropriate image, etc.)? What would you like to make better?

*What is your target audience? Please provide as detailed information as possible (e.g. gender, age groups, location, interests). Provide some assessment as to their likely experience using the Internet. If your website is a business-to-business site, what sort of companies are you targeting?

Is there any specific user roles? Could you please describe them?

Who is responsible for your project's management?

Who are the decision makers? What is the turnaround time for making a decision?

*Are there any constraints that we should take into consideration? Do you have a specific budget? When does this project need to start and/or be completed?

3. Website Content

*Please provide an information map (sitemap) showing what headings and sub-heading (for complex pages) will be used on the site and how they relate to each other.

Example sitemap:

- Home
- About
- Services
 - Consulting
 - Project management
- Contact

For complex projects you could provide a diagram.

***Functionality**

Describe (in as much detail as possible) how each function will work from user`s perspective and the results from the performed operations (for example, state how many online forms you want, what information and fields will be included, how and in what format the information will be processed). Specify what operations and functions would be accessible for the editors (state the individual roles if more than one role is required).

Feature	Requirements for users examples only	Requirements for the editor examples only
<input type="checkbox"/> Search	Search the website for words, phrases and/or provide them with key topics from which to choose. Result page to rank results and categorise according to areas of the site.	Automatically indexes content – i.e. no input or maintenance required. Keywords
<input type="checkbox"/> Online forms	Forms to be accompanied by instructions, forms to be saved and accessed at any time by the users.	Requires a form building tool so staff can build and edit forms without recourse to the web developer.
<input type="checkbox"/> User Accounts	User enter user name and password giving access to specific pages and functions in the site	Establish, edit and manage list of users and passwords
<input type="checkbox"/> Contact Us	Users are to complete a form that qualifies their enquiry and sends it to a designated staff member. FAQs will be part of this section of the site.	Edit the designated staff member and FAQ list
<input type="checkbox"/> Subscription email lists & newsletter	Users are to be able to subscribe and unsubscribe to email lists and e-newsletter	Compose e-newsletter and emails and send to multiple recipients. Lists automatically managed
<input type="checkbox"/> News	Listing of publications and individual preview page for each publication. The publications are ordered by date and could have image (optional).	Create, edit and manage the list of publications.
<input type="checkbox"/> Articles	Listing of articles organized into categories. Each article has individual preview page, image gallery, links and user comments.	Created, edit and manage the list of articles. Manage user comments.
<input type="checkbox"/> Partners	Listing of partners, each having logos and link to their website	Manage and edit the list of partners.
<input type="checkbox"/> Polls	Interactive polls. Users are able to vote and view statistical information for each poll.	Create, edit and manage polls.

Feature	Requirements for users examples only	Requirements for the editor examples only
<input type="checkbox"/> Careers	List of open positions.	Manage the list of open positions
<input type="checkbox"/> Downloadable files	PDFs, images, audio files etc will be on the site and should be accompanied with description of file type, size and estimated time to download	
<input type="checkbox"/> Products or Services	Specify what type of products/ services will be presented. How they will be organized (in groups or categories) and displayed? The main features for each product (image gallery, detailed technical information, downloadable files, etc).	Users should manage products and categories. Upload images and files.
<input type="checkbox"/> Image Gallery	Specify the user interface and functions	
<input type="checkbox"/> Multimedia	Videos, Audio, etc. Types of multimedia content. Will the video be locally stored or embedded (e.g. Youtube, Vimeo)?	
<input type="checkbox"/> Locations Map	Interactive map (Google Maps) displaying a list of locations (e.g. offices, stores, distributors or others).	Create locations by entering address or selecting on a map. Manage the list of locations.
<input type="checkbox"/> Text only version of the site	Users are to be offered the choice of only viewing the text on the site, (no photos, diagrams etc)	Automatically generated and parallels the normal version of the site
<input type="checkbox"/> Site map	Link to site map to be available on every page.	Automatically updates when headings changed, added, moved.
<input type="checkbox"/> RSS feeds	Content to be syndicated to other websites.	
<input type="checkbox"/> Email a friend	e-mail a friend is to be available on relevant pages of the site – eg information pages	
<input type="checkbox"/> Printer-friendly function	Available on every page of the site.	

Feature	Requirements for users examples only	Requirements for the editor examples only
<input type="checkbox"/> Social Media	Integration with Twitter, Facebook, Google+. Sharing and rating of information. Integration of particular widgets.	
<input type="checkbox"/> Integration with 3rd party systems	Specify particular systems that should be integrated into the website. For example, Google Maps API, Facebook API, online booking or reservations systems, etc.	

*Will your website have multi-lingual content?

How many languages will be available and what will the differences be between the language versions?

Content scope – how many pages, images, videos, products, categories and etc?

4. E-commerce (if required)

Are you planning to do online sales? If so, please provide more information about the following:

The products and services which are to be offered online

The payment processes which are appropriate?

e.g. instantaneous via a secure online payment solution (Paypal, Authorize, SagePay or other) or users to provide credit card details with their order, leaving the organization to process the order and payment manually. What currencies will be accepted?

What type of marketing instruments do you consider using?

e.g. promo codes, discounts, bonuses, client groups, promo prices, favorites, wishlist, portfail, product ratings and reviews

The fulfilment details – how you are going to ensure supply and how the product or service is to be delivered.

Please specify countries of delivery if necessary

How and where the terms and conditions of purchase (returns, refunds policy, disclaimers etc) are to be displayed to users.

5. Design & Usability

Do you have logo?

In case you do not have, would you like us to design one for you?

***Detail your design criteria**

e.g. it must comply with the corporate identity/brand, preferred colors, images, fonts, etc

How many design concepts do you want?

Usability

Specify what page layout, navigation features (e.g. breadcrumbs) and helpful devices you want on the pages – provide a list of do's and don'ts

*Do you want your design to be optimized for mobile devices and tablets? What devices are you looking to target?

Provide URLs of websites you regard as good examples of what you're seeking
Describe what you like for each example.

Specify accessibility requirements
e.g. issued World Wide Web Consortium - www.w3c.org

6. General technical issues

Requirements regarding the CMS interface, features and controls for adding (esp. in Microsoft Word format), deleting, moving and editing words, pages and objects including images, video files

Preferred CMS solution

Custom CMS solutions or off-the-shelf solution like Wordpress, Drupal, Magento, OpenCart or etc.

Do you consider setting different administrative roles, each having individual permissions?

Speed – the optimum speed and any special factors that may impact on it

Information regarding the Hosting and Web Server arrangements

Usage monitoring and reporting requirements (e.g. Google Analytics)

Miscellaneous - e.g. the target audience's capacity to access the Internet

Specific requirements for the testing stage. What is to be tested and under what conditions?
When will testing take place?

If there is anything else that we should know, please enter it below.