

Report Number 34758

Website Design Checklist

Introduction

The purpose of the Design Checklist is to help you to decide what you want from your Internet website, and to help us decide how best we can help you to meet your needs.

It is the first step in getting together the information that you will need.

It rehearses some of the options, seeks your initial thoughts on what you might like, and asks you to provide some supporting material like letterheads, logos, advertising styles and so on .

As you answer the questions in the checklist, a picture of your needs begins to build.

Your answers, together with the supporting information, allow us to assess your requirements and make some preliminary judgements about your needs and preferences. You may also find that just by answering the questions, you stimulate some new ideas amongst colleagues. Most clients find the process helps to crystallise their thoughts.

At this stage, nothing is fixed.

Following the completion of this Design Checklist, we will put some thoughts together, and then work with you to agree the terms of a **Project Agreement**, the cost and the timescale, so you have all the facts to make your decision whether to proceed and have us design and build your website.

We recognize that design is a very personal thing, and for you to be delighted with the finished product, it is important that we are all clear about what is needed, how your needs are to be met, what the cost will be, and how long it will take.

We do not set out to be the cheapest web design service available, but we are experienced, thorough and reliable. We focus on quality, and want you to be delighted with our work. We do not aim for catchpenny cheapness and short term profits that satisfy no-one.

We have a long term business horizon, and we take great pride by having delighted clients. This, in turn, leads to future work and recommendations based on quality.

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Identity Details:

Your organization's name and address:

What name will you require as your main header on the introductory website page if it is to be different from your organization's name?

Contact person & contact details

Summary list of your business/activities

Please list the main departments or divisions of your organization (if any) that you think might need their own "section" or set of pages within the website.

Type of Internet Access

You can have a website without an Internet connection yourself, but the Internet is interactive, and most people want to be able to get information as well as providing it via their own website.

If you want to receive information from the Internet, you will need a computer, a modem, and a phone line. An existing phone line can be shared if necessary. (Although a separate line is better if you are likely to spend a lot of time receiving information, as callers will get the engaged tone whilst you are on-line).

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If you plan to use the net a lot, you might like to think about either an un-metered connection or one of the ultra-fast ADSL lines have now become available in some parts of the US. The choice is increasing all the time and we are happy to advise.

Do you already have:

A personal computer	Please delete as appropriate Yes/No (If so, about how old is it?)
Which operating system do you use	Windows 3.x, Windows 95/98 Windows 2000, Windows ME Windows XP NT, Other:
Does it have a modem connected to it	Yes/No Modem speed, (if known)
Is it anything other than a standard phone line system (i.e. is it a cable system, or ADSL or ISDN line or similar)	
What Screen resolution do you use	640x480 800x600 1024x768 other don't know
Which web browser do you use	Netscape : version 3.x version 4.x version 5.x version 6.x Microsoft Internet Explorer: version 3.x version 4.x version 5.x version 6.x Some other browser (name), None or Don't know
Which email program do you use	The one that comes with the browser, Some other one (name)
Do you have a telephone connection point near to where you want to use the computer?	Yes/No
Do you already have an Internet Access or Service Provider	Yes/No (if yes who is it)
Do you already have Email	Yes/No

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capability

Do you already have a registered Domain Name	Yes/No	if yes, what is it who supplied it
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Do you already have Web space to host the website	Yes/No	(if yes who is it with)
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The Main Purposes of the Website

Having a clear strategy for your website is crucial. Ask yourself what you want to achieve with it?

Some alternative reasons for wanting a site are set out below. Please rank the importance of each one to you (or in some cases say how much you agree with a statement) by scoring each of them from 5 to 0, with 5 being very important and 0 being unimportant. Please bracket your choice eg. 5 (4) 3 2 1 0

5 4 3 2 **Email**
1 0

To be able to correspond faster, more cheaply and more conveniently. Email is not expensive to implement and is easy to use but, like ordinary post, you need to have resources available to deal with the enquiries that arise, otherwise a backlog builds up.

5 4 3 2 **Image building and promotion**
1 0

Do your customers expect you to have a presence on the net? Do you need to generate awareness? Do you need to promote your image and identity? Is the aim to reinforce the link between your organization and progressive technology, or perhaps you want to project a perception of leadership in your field. This use of a website is broadly equivalent to a glossy brochure.

5 4 3 2 **An online reference for employees**
1 0

Your website is to be the repository for information needed by a dispersed workforce such as teleworkers, sales reps, or perhaps for distance learning. The electronic equivalent of an "In House" newsletter or training/correspondence course.

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5 4 3 2 **An online reference source for Clients** 1 0

The aim being to allow your existing clients to look up current specifications or other information that you would normally have to pay to post, fax or phone out to them.

5 4 3 2 **Recruitment** 1 0

The website is to hold details of vacancies available and provide information about the sort of people you are looking to employ.

5 4 3 2 **Expanding your customer base** 1 0

The web provides a way of tapping previously unreachable regional, national and international markets at remarkably low cost. New customers can find you simply by typing the name of products or services that you supply into a search engine.

5 4 3 2 **Private Website e.g. Wholesale Catalogue and Price List** 1 0

A private website such as an electronic catalogue and price list, but only for wholesalers or re-sellers of your goods/services. - A non-public document.

5 4 3 2 **Direct Real-time Selling by credit card** 1 0

To be able to take orders and fulfil them online. Direct real-time selling is one of the key elements in increasing sales. We develop the websites using PayPal®. We are currently "Verified" with PayPal®, making getting your money from sales quick and easy.

5 4 3 2 **Sales by order** 1 0

This is selling via the net by taking orders for goods or services online, but with separate payment arrangements (e.g. credit card sales by phone or fax, and checks by "snail" mail). This process is easier and less costly to implement than real-time credit card sales if it is suitable for your needs.

5 4 3 2 **Delivery of digitised information online** 1 0

If your products are, or can be, digitised, e.g. software, photography, audio, text, video, they can be delivered "instantly" on-line, allowing purchase decisions to be maximised, not delayed.

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Please list any other reasons why you want the site, scoring them 5 to 0 as above.

Who Will Use the Website?

The next few sections help to determine strategic decisions about the sort of impression that your website creates. - Who it is for, what sort of age range will your main visitors be, how up to date will their equipment be and so on.

There is no benefit in offending someone with an "elderly" browser by making a website they can't display properly, and the sort of website likely to interest a 19 year old is unlikely to be the same in style (e.g. colour schemes, text size, tone of language, and grammar) as the one that holds the interest of a pensioner.

To make sure your site meets your needs, some broad brush assumptions are needed about the message you want to project to your customers.

General groupings

Please think about who the website is for. What is your target audience? Again, please rank each of the following from 5 to 0, where 5 is important and 0 is not important.

5 4 3 2 The general public
1 0

5 4 3 2 My suppliers
1 0

5 4 3 2 My existing customers
1 0

5 4 3 2 Members of my "closed" (i.e. private or subscription based)
1 0 club or organization

5 4 3 2 My employees
1 0

Other identifiable groups (please state and score each 5 to 0)

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Age Range

What sort of age range is your target audience likely to be? Please score each one.

This helps us to pitch the tone of the site.

5 4 3 2 Child
1 0

5 4 3 2 Teenage
1 0

5 4 3 2 Mature
1 0

5 4 3 2 Retired or older
1 0

5 4 3 2 Wholly mixed ages
1 0

Some other grouping - please state and score each from 5 to 0

Techno-Aware

How technologically up to date is your target audience likely to be? Please estimate by saying how much you agree with the statements.

5 4 3 2 My viewers will all have the most up to date equipment
1 0

5 4 3 2 My viewers will all have equipment no more than 5 years old
1 0

5 4 3 2 My viewers will all have steam age equipment
1 0

5 4 3 2 No idea, could be anything.
1 0

Geographic location

In the main, I expect my audience to be: (Please score each one)

5 4 3 2 Local
1 0

5 4 3 2 Regional
1 0

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5 4 3 2 National
1 0

5 4 3 2 The English speaking world
1 0

5 4 3 2 European
1 0

5 4 3 2 World-wide
1 0

Your Favourite Websites

Please list below the names (and, if possible the WWW site addresses) for any Websites or pages that you have seen and think are especially attractive or worthwhile.

Your Competitors Websites

Please list below the names (and, if possible the WWW site addresses) of any of your competitors that you know have a website and, if you have seen it, whether you think theirs is a good site or not, and why.

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Design concepts

What does your brand or image stand for? What values do you want to project? We need to know this to help to style the site to suit your needs.

For example, if it is a site about children's products, we can make it fun, with things to do that are very interactive. If it is a financial organization, maybe it should be serious, solid, reassuring, mature, without frills and so on.

The image of my organization is:

5 4 3 2 Stable & permanent (e.g. Bank or financial)
1 0

5 4 3 2 Wacky & trendy (e.g. Pop culture)
1 0

5 4 3 2 Interactive and fun (e.g. children's interests)
1 0

5 4 3 2 Classy, refined, quality (e.g. brand leader)
1 0

5 4 3 2 Budget or Bargain store (e.g. Market outlet)
1 0

5 4 3 2 Caring and secure (e.g. Rest Home)
1 0

Other description(s) please specify and score each.

Probable Extent of Website

This section addresses the strategic issues that determine the navigational strategy for the website- how your visitors will move around within it.

It is important because although you may begin with just a few pages, if the site is likely to become large eventually, we can minimise future costs by allowing for inexpensive navigational foundations to be incorporated now, so that they can take the weight of the future developments.

Most sites have at least a few pages in common.

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Typically, a site for, say, a production organization might have:

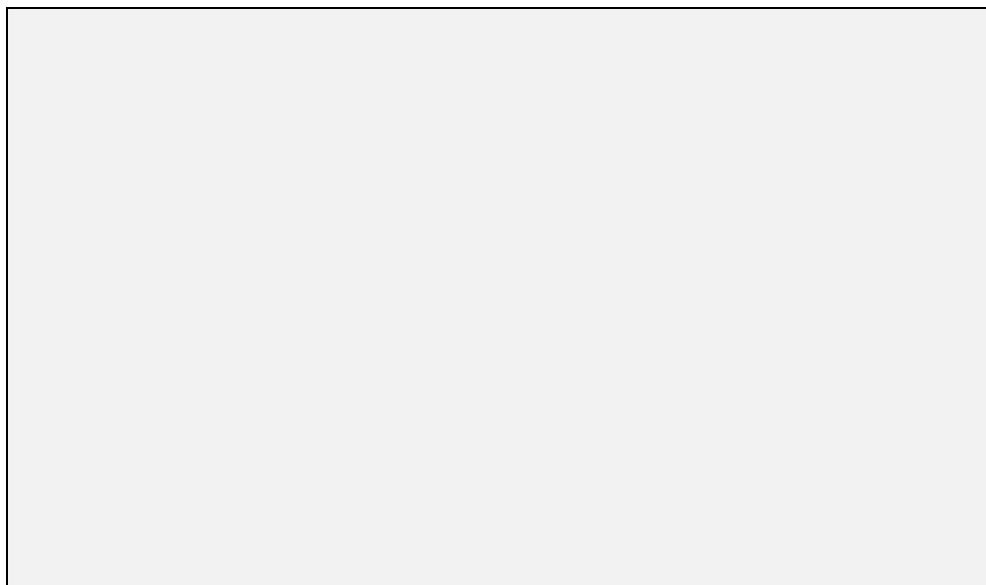
- A front (introductory) page with a summary of its purpose.
- A page about the organization - confidence building for your visitors.
- A page of recent news or press releases, or the Annual Report, or some shareholder information
- Some pages that describe the work, products or services of the organization
- A page of "Frequently Asked Questions" (FAQ's), to help users to understand the basics, or a Who's Who of staff to contact, and sometimes,
- A response form, the purpose of which might be:
 - To format requests for information
 - A customer survey
 - For ordering purposes

When we go into this in a bit more detail, it will help if you have had some preliminary thoughts about what the subject of each of your main pages will be. It forms the basis of our discussion.

Sometimes, however, there can be a conflict between the information you want to provide, and the information your customers feel they need.

If in doubt, try listing the subjects in two columns, one showing what you want to say, and the other showing what your customers currently ask about. Subjects common to both columns are definite choices for your pages.

Please list below the name or likely subject for each of the main pages you think you might need.

A large, empty rectangular box with a thin black border, intended for the user to list the names or likely subjects of their main website pages.

Large or small beginnings?

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Websites can begin small and grow as the need arises, or you can opt for a full blown all singing, all dancing site from day one. At this stage, we need a rough idea of how extensive and complete you envisage your site will be from the start, and how big eventually.

Please score each of the following according to your expectations with 5 being very likely and 0 being unlikely. Don't worry about committing yourself now, you haven't. We just need a rough idea of the likely size.

Small site

5 4 3 2 Just one or two promotional pages.
1 0

5 4 3 2 One or two pages now with up to a dozen or so when
1 0 completed

Medium sized site

5 4 3 2 A framework site of around six or so pages now, as the
1 0 foundation for something larger in the future, and with scope for organic growth and future development

5 4 3 2 A medium to large sized framework site now, (say 10 to 50
1 0 pages) ready for expansion to what will be a large site eventually.

Large, complete site

5 4 3 2 As full and complete as possible from the start. Probably with
1 0 up to 50 pages

5 4 3 2 As full and complete as possible from the start. Probably with
1 0 50 - 100 pages

5 4 3 2 As full and complete as possible from the start. Probably with
1 0 200 or more pages

Supporting information

It helps us to understand your organization if you can assemble examples of the following for when we consider your website in more detail:

- Mission statement or objectives for your organization
- Brand definition (if any)
- Existing promotional brochures and similar information

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- Logo
- Copyright/trademark information
- Examples of existing business stationery (letterheads, newsletters, leaflets, invoices etc.)
- Advertising style (example advert or poster will do)
- Business structure / organizational chart (if appropriate)
- Existing business colour scheme (if appropriate)

Do You Need A Domain Name ?

A domain name is your web "address". Its technical name is your Uniform Resource Locator (URL).

Just as you might expect, there is a trend to prestige addresses, (like having a postal address in a fashionable part of town), and one of the early decisions you need to make will be what you want your domain name/web address to be.

Your normal business or organization's name will appear on the website itself. This will also be the name that people use to search the Web to find you. But to some extent, you can choose your web address (the *www* bit that appears on your printed stationery and advertising), so you might want to think about the sort of name you want as your web address if prestige is important to you.

Your website is "held" on a computer with permanent access to the Internet. This is known as "Webpace" which you (usually) rent from the Internet Access or Internet Service Provider (IAP or ISP). The domain name is like a signpost. It directs visitors to the computer where your website is held.

Most IAP's and ISP's provide a web address and some Webpace as part of their service and charge. The largest organizations would have their own, permanently-on, Internet connection.

Some ISP's provide free Webpace. You can use the name that comes with free Webpace, but it is not likely to be a very memorable address. (Rather like a PO Box Number). Perhaps it will be something like

*http://www.internetaccessproviders.name/homepages/~yourorganization
sname"*

(spaces are not allowed, so you either run it all into one word, or separate the words with a hyphen or underscore character).

This tends to be seen as unfashionable and not memorable when you print it on normal stationery, so most organizations register their own domain name. At best, this name would be something like "*http://www.yourorganizationsname.com*", but these are allocated on a

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world-wide basis, and all except the most unusual ones have now been allocated, so it may not be possible to have your choice.

There are a few variant suffixes that are considered equally acceptable (.com, .net, .biz, .us, .org, .info).

There are also a couple of tricks that can be used if the name you want is already gone, such as a re-direction service if the person who owns the domain name sub-lets it. Sometimes this is the only way to get a specific name.

One other point to note is that if we register you a domain name, it stays the same as long as you pay the annual registration charge. So, if you change your ISP at some time in the future, your domain name/web address stays the same.

If, however, you use the name that comes with your Webspace and you change your ISP, your web address will also change. This is just like moving premises, and means your printed stationery will need to be changed as well. This is a lot of hassle and best avoided if possible.

Your own domain name/website address may have an initial cost to establish (depending on type and what services you have with it), together with a low annual fee to maintain it registered to you. Most ISP's will register a domain for you within the cost of the Webspace hosting package you take from them.

If cost is a key issue, free Webspace combined with a virtual domain and re-direction service can be effective, or a sub-domain with an address like "http://www.come.to/yourorganizationsname" may be rented for a very small annual cost. The downside here is that "free" ISP's and low cost redirection services sometimes offer a less reliable service. One of those "you get what you pay for" situations.

As we have done a lot of our work for customers in our local area, we have secured a list of local geographic based domain names like lancs-web.co.uk or blackpool-web.co.uk which we sub-let to local customers. Please ask for more details of these low cost domain rentals if you are interested in learning more.

You will need to decide whether you value your Internet image enough to have your own personalised domain name, and how important it is for the company that hosts your website to be reliable and responsive to your needs.

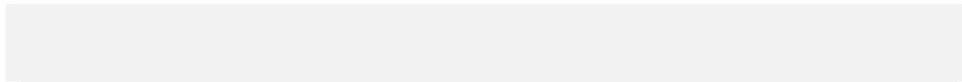
If you think you might like your own Domain Name to be registered, please provide a short list of possible names in order of preference. We will check these out for you at no cost, to see what is available before we discuss your proposals in more detail.

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Please remember that there can be no spaces in the name, but you can use the under_score and the-hyphen characters to separate words if you wish.

Some places are getting over the name shortage by using words like myname-direct.com or inter-myname.com or e-myname.com

All characters should be lowercase.



A Note about Email Addresses

If you have registered your own domain name/web address, your email address is likely to be (and stay) "anynameyoulike@yourwebaddress". Multiple email addresses are generally easy to arrange, so email can be automatically filtered to the right person in your organization to deal with that matter if you need this facility.

However, if you don't have your own Domain Name, and you change ISP's you will have to change all your stationery, and let all your customers know your new email address. (although sometimes it is possible to pay for a re-directions service for a while) This can be a real pain.

If you work from abroad sometimes, you may need to have a special sort of email address (web based email) so that you can access it from a phone call at the local rate wherever you are in the world.

A "free" ISP will normally provide at least one, and sometimes several email addresses as part of the service they supply to you. In this case, your email name will probably be something like "yourorganizationsname@internetaccessprovider.net". However, as with domain names, it is possible to use this economically in conjunction with a separate domain name and re-direction service.

You will need to think about how many email addresses you require.

For example, a small organization might need only one, say "info@yourdomain.com. A larger organization might need up to a hundred or two, such as "a.person.accounts@yourdomain.com".

Your need for email services and preference for domain name arrangement may influence which ISP should be chosen to host your website.

Again, email and your choice of ISP will be discussed when we talk about your needs in more detail.

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Do you expect to need more than one Yes / No
email address,

If so, about how many do you expect
to need ideally?

A Note about Web Forms

Forms are "boxes" on a webpage that visitors fill in, and then send information electronically to you.

Your visitors can respond from your website either with a form, or by plain email.

The main benefit of using a form is that the information is structured, (name, address, postcode etc), so you can ask your visitors to provide the information that you want, in the order it suits you, and to make sure they don't miss out any information that you need, (rather than letting them express themselves as they want in an ordinary email).

A form will take up (generally) one web page to implement.

If you want a form, you will need to use a web host that provides access to a cgi bin and script. These facilities might therefore be important in choosing 125aday.com.

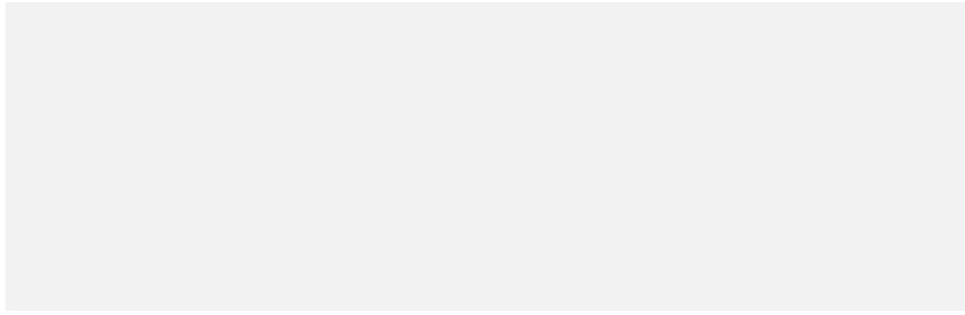
Email links, on the other hand, can be accessed from anywhere on the website, and don't need a page of their own, so the cost is less if you don't need to ensure information is in a particular format.

The key question is whether you want to prompt your visitors about the information they send to you when they make an enquiry, or whether it is sufficient to just provide your email address for them to contact you.

Do you expect to need a form for your visitors?

What sort of information do you want the form to collect and return for you?

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Please remember that the information you have provided here is indicative only. There is no commitment on your part to engage us. The information simply helps us to understand your needs better, and to draft an agenda for when we work through your ideas for the site with you.

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