

YOKO WEB DESIGN

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The Client Worksheet

This handy worksheet is to help you capture your vision for the project. Think of this document as a business plan for your website. The more information you can give, the better the studio will be able to respond. Answer each question in a clear and concise manner, and skip any questions that don't apply to you. Because

each member of your team may have a different vision for the project, we recommend completing this worksheet as a group. That way Yoko won't miss any important opinions. Once you're happy that the worksheet clearly describes your project, email it to yoko@yokowebdesign.co.uk and Yoko will work out the right solution for you.

All about you

What is your budget?

Do you require hosting and a domain name?

I would recommend that if you are starting from scratch on a project, that we deal with your hosting and domain name requirements. I am also happy to give some advice on the best domain name to go for.

Who are the main contacts for this project and what are their roles?

When would you like to start?

When does it need to be completed?

What's the name of your company and intended website?

Is there a specific reason for these dates?

Describe your company...

Describe the concept/product/service your site will provide...

Your budget dictates how much time I can devote to your website. What are you looking to spend to achieve your vision?

What are you trying to do?

Give your main reasons for launching a new website ...

In order of importance (most important first) what are the business objectives for your site?

(e.g., improving sales rate, increase customer satisfaction, reduce time searching)

What is your measure for success and what are you hoping to achieve?

(e.g., 20% increase in sales; memorable brand)

What aspects of your current site work well?

Why are they successful?

What's not so great?

Why do you think that is?

Who are you doing it for?
Who's coming to your site?

Describe the different types of visitors to your website in as much detail as possible.

How do you think your audience currently perceives your company and the services you offer?

Why will people use the kind of service you offer?

Why will people choose your site over others?

What do you imagine people using your site for? What will they want to do there?

Outline any ideas for features you have for your site.

How do these features support your business goals and the goals of your user?

Design Concept

People are coming to your new site for the first time. How do you want them to feel about your company?

Let's briefly talk content. Aside from the features we discussed above, what else do you want your site to do?

Tell us a bit about your competition. Who are the runners and riders in your field?

Would you like us to recommend somebody to build your content management system? Do you want to be able to manage and update your website contents by yourself?

What are their website addresses.

What works for them? What doesn't?

If so, what features would you like Yoko to do?
(e.g., updatable information)

Leaving your competitors aside, have you seen any sites recently that you've liked the visual design of? What did you like about it?

(if you can't think of any have a look through cssdrive.com or unmatchedstyle.com for a catalogue of good looking websites strutting their stuff)

Additional Comments

This worksheet was kept as general as possible, but every project is unique. Here is your chance to add any extra information you think will be helpful.