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## Client worksheet

Your contribution to our design process is of the utmost importance. This worksheet is designed to help you articulate and identify the overall goals of your Web site, including questions about message, audience, content, look and feel, and functionality.

Please answer the questions as fully as you can, adding any additional information at the end. Skip any questions that aren't relevant to your project. When finished, please e-mail your responses to [owen@fullcreammilk.co.uk](mailto:owen@fullcreammilk.co.uk). The details you provide will form the basis of our proposal and will be a key factor in the success of your Web site.

### 1. About you and your organization

What is the name of your organization and your current or intended web address?

Describe your company or organization in one short paragraph.

Who are the primary contacts for this project? Who has final approval? Please provide full contact details (name, position, e-mail, telephone)

## 2. Project details

Is there a specific launch date for the new site? Has the date been chosen to coincide with another event (trade show, annual report launch, etc.)?

Do you have a specific budget for this project? If so, how much is it?

## 3. Details of the new site

What are your main reasons for commissioning a new site (e.g. outdated site, expanded services, new business model, etc.)? Why are you looking to redesign your Web site?

Describe the concept, products or services the new Web site will provide or promote.

What are your main business objectives for the Web site (e.g. increasing sales, improving brand awareness, etc.)?

Use a few adjectives to describe how you want users to perceive the new site (e.g. friendly, corporate, fun, innovative, etc.).

Using adjectives and short phrases, describe the site's desired look and feel (e.g. crisp, elegant, colourful, clean and simple, edgy, etc.).

Are there any special features you would like your Web site to have (e.g. Weblog, discussion forum, etc.)?

Do you want to retain your existing visual identity (i.e. logo, colours, branding, etc.)?

Have you planned your site's structure and content? Will the new site use existing content? If so, please provide brief details.

Please estimate the number of pages and sections your site will have.

#### **4. Current site**

What specific areas of your current site do you feel are successful? Why do they work?

What shortcomings exist with the current site? What three things would you change on the site today, if you could?

## 5. Audience/users

Describe the main users of your Web site. Be as detailed as you can (e.g. age, profession, how long they spend online, etc.).

What is the main action or task users should take when visiting your site (e.g. search for information, make contact, etc.)?

What are the key reasons why users will use your services (e.g. price, value, quality of product, etc.)?

How many people do you expect to access your site on a monthly basis?

## 6. Inspiration

Please list the URLs of two or three competitors. What do you like and dislike about their Web sites?

Which Web sites do you find compelling? What is it about the sites that you like?

## 7. Additional notes and comments

We've asked a lot of questions, but your project is unique. If there's any extra information you think would be helpful, please add it here.