

Website Specification Questionnaire

We have devised this list of questions to help you think about what you want out of your website. Please note this is a generic questionnaire, not all questions are applicable to every situation.

1. What do you want the site to do?

Prioritise purposes and goals - e.g.. communicate a message, deliver image or text content, advise people, stimulate debate, increase membership, sell products or services etc.?

2. Who is your competition?

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Please list your main competitors and their websites Please indicate any that you particularly like and why Please indicate any that you particularly dislike and why

3. Who do you want to reach?

Who is it aimed at, and the profile of different audiences? Prioritise audiences - e.g.. age range, disabilities, location, user-needs, web-savvy, government, volunteers, etc.?

4. How should the site look?

Prioritise descriptors - e.g.. efficient, authoritative, secure, colourful, friendly, live, international etc?

If appropriate to the project please supply any logos, brochures or other print based design that has been created for this brand that you would like the site to follow in terms of style.

Are there any websites that you particularly like / dislike (that you haven't listed in your competitors list above)?

5. Do you currently have a site and if yes what are your main complaints

6. How should your new site work in terms of functionality?

Prioritise usage - e.g.. very structured or more browsable, accessibility issues addressed, updated hourly, daily, weekly, edited online.

7. What are the technical issues?

Prioritise attributes - e.g..

- instantly updatable by the customer or updatable by your web designer
ie. do you want total control over your content changes or do you want your webdesigner to do this for you?
- speed of download –
Obviously all sites should be made to be as quick as possible, but if you are catering for customers in remote parts of the World further consideration may have to be made for this type of scenario. Consider if your site needs to be accessible across the globe on all types of connection or are you mainly delivering content to large corporate clients on faster connections. Consider if you need to think about mirror sites and / or a low-bandwidth site version (only really applicable if you need to cater for remote communities Worldwide)
- secure access – consider what levels of administration you require. Is there one main administrator or many levels of administration.
- e-commerce – do you require ecommerce facilities, such as shopping basket or online donation.
- accessible to blind users or those who cannot use a mouse – do you need to adhere to any government guidelines?
- load balancing - think about the type of content you will be serving – videos, hi-resolution downloads, what are your expected traffic levels?
- Any other issues pertinent to your company / situation

8. How will the site be maintained, edited and improved?

- Content managed site accessed by one administrator (i.e.. you) or a group of editors requiring individual access.
- Edit history functionality where all changes are recorded and can be reset?

9. What is the Site s URL and associated email requirements?

What domain names do you have registered and who maintains these at present?
Is there any email associated with the domain that you wish your web company to handle?
Do you require any further domain names purchased and if so for what purpose?
Do you have hosting arranged or do you require the site to be hosted for you?
If you have hosting arranged, please provide details of server and necessary access codes.

10. Site map

Please provide a site map - a basic listing of page names and brief description of any special features, i.e.. forms, etc.

11. What is the deadline?

Think about when you NEED the site to be launched, what promotion needs to be done prior to launch? We will need a testing period built in where you and I will test the system and any bug fixes will take place - depending on the size of the site, you should allow 1 - 2 weeks for this process.

12. What is your search engine expectation?

What are your expectations in terms of search engine listings?
Think about the keyword phrases that you want to be listed for and think about the importance of each keyword phrase.
Which ones are ideal and which ones are essential?

Project Time frame

An average time frame for a medium sized website would be around 17 weeks..

Stage 1 - week 1 - 2:

Customer would download and complete the Website Questionnaire and send to catherine@webdesignnsw.com.au with any associated material.

Stage 2 - week 3

A quote would be created based on the answers in the questionnaire.

Stage 3 - week 4- 6:

After receiving agreement to the quote, all content and images should be supplied to us and a design presentation would be created in a flat format and presented in PDF format for each of the templates (not necessarily every page required).

Stage 4 - week 6 - 8

You supply feedback and we'd make any changes necessary and re-present the files and aim for sign off at the end of the 8th week.

Stage 5 - week 8 - 10

We'd then put together a sample prototype website which would include all templates set up as a basic HTML website - all screens will be designed and tested in Firefox, Safari and IE. At this stage there is no backend functionality.

Stage 6 - week 10 - 12

You and your team would need to supply feedback and we'd make any changes necessary and re-present the prototype and aim for sign off at the end of the 12th week.

Stage 7 - week 12 - 14

The backend would be added and tested.

Stage 8 - week 14 - 16

Testing period where major bugs, etc should be identified and fixed.

Stage 10 - week 17

Site goes live

This is just a guide, as you can see a lot of time is allocated for feedback, if you can speed up the feedback stages the site can be finalised far quicker.

Hosting a website

We prefer to host all the websites that we develop as we are familiar with the environment and can develop the site in this environment. This speeds up the launch process as fewer tests have to be carried out at the end of the project.

If you are happy for us to host your site please provide the following:

Domain name key and access to the control panel where you maintain your domain name.

If you don't know the above, please let us know as soon as possible so we can help you investigate your domain name. This needs to be done prior to the launch date as any domain name changes can take time.

We can host on your server space though and require the following for a basic CMS website to function:

Apache based server with PHP 5 and MySQL installed.
Cpanel or equivalent access to enable the setup of a MySQL database.
FTP access to the live web pages.

If you don't know any of the above information please let us know as soon as possible. We will need to liaise with your IT department or company to organise this setup. There may be administration charges involved here, we will advise as necessary.

ALL OUR SITES REQUIRE PHPMYADMIN ACCESS AND ARE DEVELOPED ON AN APACHE SERVER, WE DO NOT SUPPORT WINDOWS SERVER ENVIRONMENTS AND MSSQL.

Email addresses and hosting

PLEASE NOTE: Website hosting does not always involve email provision. The two can be combined or can be totally separate. Please advise us if you wish to include email provision with your web hosting.

If you wish us to host your email please provide a list of Email addresses and any specific forwarding instructions for each address if appropriate (ie info@catherinehutchinson.com.au could be delivered to catherinehutchinson@hotmail.com)

If you don't know any of the above information please let us know as soon as possible. We will need to liaise with your IT department or company to organise this setup. There may be administration charges involved here, we will advise as necessary.