

Client Worksheet

We've created this worksheet to gain a clear picture of your project. The more information we have at the beginning of a project the more able we are to clearly define its structure and process. Answer each question as clearly as possible and skip any questions that don't apply to your project.

If you are part of a team, we usually recommend you complete the questions together; this way the group vision can be clearly defined. Once you're happy that the worksheet clearly describes your project, email it to danlewisjames@googlemail.com

Basic Information

What is the name of your company, your website and the current/intended web address?

Describe your concept and the product or service your site will provide.

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When would you like the project to start? Do you have a specific launch date?

What is the budget for this project?

Your Objectives

List the objectives for your website in order of importance.

How will you know if the site is a success?

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Your Users

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

Why will people use this kind of site?

What features do you think would be most useful to your users?

Content and Design

Describe how you would like users to visually and emotionally perceive the site.

Please list the websites of competitors and organizations in a related field. What works? What doesn't?

List websites you like the visual design of and explain why.

Outline any ideas you may have for your site. How would these features support your business goals and the goals of your user?

Additional Comments

Please add any extra information you think will be helpful.