CITYMIND
WEB DESIGN · PROGRAMMING

The Basics

Company Name: _____

Point of Contact: _____

Phone: _____

Email: _____

Existing or Intended URL(s): _____

Is your website currently hosted? If so with what company and are you against changing hosting companies?

When do you expect the project to start and when does it need to be completed? Are there specific reasons for these dates?
e.g. tradeshow, product launch, end of year budget

Your budget dictates how much time we can devote to your website. What is the budget for this project?

What is the nature of your business? Briefly describe your products or services:

Your Objectives

What are your main reasons for commissioning a new website?

List the business objectives for your website in order of importance.
e.g improve sales, reduce cost, promote image, sell products, recruit, increase customer satisfaction, reduce time spent searching for information etc.

Current Site *(if you have one)*

What aspects of your current site work well and why are they successful?

What aspects of your current site are unsuccessful and why do you think that is?

If you update your current site using a content management system, please describe the

system and its main features. Are you happy with the system?

Your Audience

Describe the different types of visitors to your website in as much detail as possible.
e.g. web-savvy students looking for bank loans.

How do you think your audience currently perceives your company?

Why will people use this kind of site?
e.g. to find the most suitable bank loan for their needs.

Why will people choose your site over others?
e.g. biggest choice of loans, easy to use, friendly advice etc.

What do you imagine people would want to do on your site?
e.g. find the cheapest bank loan, compare the top 5 loans etc.

Content and Design

Do you have Company colors, fonts, or style guide?

Do you wish for your web site to reflect the look and feel of your marketing literature? If yes please provide copies of brochures, business cards, etc. if staying with the same format

Describe how you would like users to perceive the new site.
e.g. modern, professional, friendly, edgy, fun etc.

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.
Sites like cssdrive.com and unmatchedstyle.com can be good sources of inspiration.

Outline any ideas you may have for your site. How would these features support your business goals and the goals of your user?
e.g. provide recommendations to help users find related items and promote up-selling.

Do you have all the content/information written, prepared and ready to be placed on your new website? Would you like for CityMind to refer a copywriter to you?

If you need a content management system, please describe the features you would like.
Some examples are provided at the end of this document for your convenience.

Functionality 1: _____

Functionality 2: _____

Functionality 3: _____

Functionality 4: _____

Functionality 5: _____

Functionality 6: _____

List the pages for your Site:
Some examples are provided at the end of this document for your convenience.

Link/Page Name: _____   Link/Page Name: _____

Link/Page Name: _____   Link/Page Name: _____

Link/Page Name: _____   Link/Page Name: _____

Link/Page Name: _____   Link/Page Name: _____

Link/Page Name: _____   Link/Page Name: _____

Link/Page Name: _____   Link/Page Name: _____

Link/Page Name: _____   Link/Page Name: _____

Link/Page Name: _____   Link/Page Name: _____

Additional Comments

We've tried to keep this worksheet as general as possible, but every project is unique. Here is your chance to add any extra information you think will be helpful.

Web Page Examples

About us: detailed information about the company and may contain information about the staff/ team

Contact Page: provides any contact information for your company as well as a simple form for you visitors to contact you through

FAQ's: listed questions and answers about your company, products, and or services

Home: the main or introductory page of a web site. The home page provides visitors with an overview and links to the rest of the site

Products and/or Services: descriptions of products/ services provided by your company

Website Features
Calendar/ Events: calendar application for storing and displaying events

Client Testimonials: client manageable testimonials displayed on select pages that

Email Page Link: a quick link located on each page to send a link of that page to an email recipient.

Flash: a popular method for adding animation and interactivity to web pages

Member Only Pages: password protected pages

News / Articles: client manageable news/ articles displayed in a list format on select pages that can be clicked to view details

Photo Gallery: gives the ability to upload photos and automatically create all the necessary thumb nails and pages for you

Printable Version: an alt version of your websites layout to remove navigation and other unneeded element of your design so that all the necessary content is printed in a print friendly version

Real Estate Listings: password protected pages

Shopping Cart: a method of collecting the items chosen by a consumer for purchase from an on-line catalog, required to sale products and services from your website

Versioning: keeps track of all changes in content and code and allows any change to be 'rolled back' to any previous version

wysiwyg: What You See Is What You Get. A graphical interface to a process which shows how the end-result will look as it is being produced, eg a WYSIWYG HTML editor generates HTML markup but displays the document as if viewed with a Web browser.