



New Client Website & Design Requirements

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1. Introduction

This document is intended to help you structure your thoughts & expectations for your website and any designs you may want for your company. It's also the starting point of Wendy Meers website creation process I use the information from this document as the basis for discussions with you to compile your full requirements, before responding to you with a proposal and design roughs.

When you've completed the sections below, please email the document back to me. All information will be treated as confidential, and I'll get back to you as quickly as possible.

If you have any queries at all, just contact me direct via email at wendee@tsn.cc
I will respond to your questions as quickly as possible

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2. Your business

What is the name of your business?
Please describe your business
Who are your customers?
What are your products & services?
Do you have an existing website? <i>(Please give the web address)</i>
What's prompted you to enquire about a new website?
Please describe your other marketing & communications activity
What are your computing & internet capabilities?

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3. Website features & content

What are your objectives & expectations of a website?
Please describe the target audience for your website
Is the content and material to be published (<i>e.g. text, images, logos</i>) already available, or does it require production?
Do you require new business cards to match the new website
Do you require any other new stationary items to compliment the new website (E.g. letter heads, flyers, brochures, advertisements)
Do you need help writing the text for the website?
How often would your website be updated or added to? (<i>e.g. new product or service, latest news</i>)
How many pages do you require for your Website?
Please select the pages relevant to your particular website requirements. (<i>e.g. "about us", description of products & services, images, latest news, contact page, enquiry form, map, downloadable documents, etc</i>) If it is not listed please Add to the bottom of the list

Welcome/Intro Page	<input type="checkbox"/>		<input type="checkbox"/>
About Us	<input type="checkbox"/>		<input type="checkbox"/>
Products	<input type="checkbox"/>		<input type="checkbox"/>
Services	<input type="checkbox"/>		<input type="checkbox"/>
Gallery	<input type="checkbox"/>		<input type="checkbox"/>
Secondary Gallery	<input type="checkbox"/>		<input type="checkbox"/>
Contact	<input type="checkbox"/>		<input type="checkbox"/>
Information	<input type="checkbox"/>		<input type="checkbox"/>
Links	<input type="checkbox"/>		<input type="checkbox"/>
Sponsors	<input type="checkbox"/>		<input type="checkbox"/>
	<input type="checkbox"/>		<input type="checkbox"/>
	<input type="checkbox"/>		<input type="checkbox"/>

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4. Timescales

What is the target launch date for your website?
When would your content be available? <i>(Please list each item if possible)</i>
Over time, what changes to your business would need to be reflected in your website? <i>(E.g. seasonal business, marketing campaigns, special offers, announcements, product changes)</i>

5. Design & impact

Please describe (or attach to an email) any existing corporate branding <i>(E.g. colours, designs, logos, "house style")</i>
What existing printed media does your business have? <i>(E.g. brochure, stationery, signage)</i>
Please list any websites you admire and give the reasons you like them
Please list the website addresses of your main competitors (If any)

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6. Technology & people

Apart from you, is there anyone else who needs to be involved in the project?
Are you able to review work and respond quickly during the production of your website?
Do you already have a supplier for website hosting and email?
Have you already registered your domain names? <i>(Please list them)</i>
Who would be responsible for maintaining your website?

7. Your contact details

Your name:	
Company:	
Email address:	
Phone number:	

8. My contact details

If you would like to discuss your requirements, or just have a general query, please contact us:-

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