



## Abraxas Web Design & Development Planning Worksheet

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This guide is designed to prompt thought regarding your proposed website, its look and its final content. Print this worksheet and have it handy when we meet/discuss your requirements.

This will provide a written memorandum of our mutually agreed plan.

Organization Name: \_\_\_\_\_

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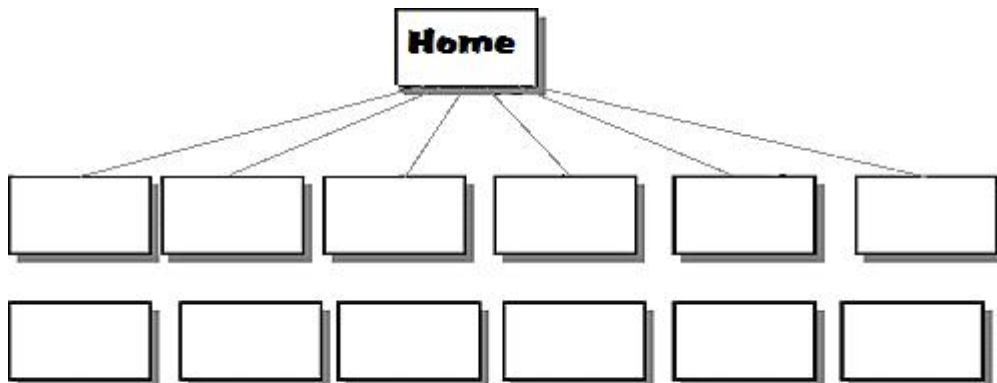
### 1. Website Purpose

This area should not be overlooked. The purpose of the web site, its target audience and brand identification should be very clear before proceeding to the development stage. Take a look at the list below and give the most important purpose a "1", the next important a "2" and so on. Leave blank any which do not interest you.

- To gain a favourable impression of the company or organization.
  - To sell products directly taking credit card information over the Internet
  - To encourage potential customers to contact you by phone or mail to consummate a sale
  - To make available product information and price lists to distributors
  - To make available product information and price lists to customers
  - Other \_\_\_\_\_
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### 2. Website Planning and Organization

Please label pages you desire to be included in your site. Some examples are "About us" "Products" "What's New", etc



Total number of pages forecast \_\_\_\_\_

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### 3. Basic Page Elements

These are the important items which appear on nearly every webpage on your site (except the "home" page).

- **Page titles** which show at top of Web browser only
- **Top-of-page graphic** based on the design of the masthead graphic
- **Page Title** in larger type. Enter any preferred Heading Font Style: \_\_\_\_\_ (recommend Arial Bold)
- **Text.** Enter any preferred Body Font Style: \_\_\_\_\_ (recommend Times New Roman)
- **Image Map**
- **Standard company ID** near bottom of page
- **E-mail response link** to the following e-mail address: \_\_\_\_\_
- **Copyright** and trademark information in small print.

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### 4. Header Graphic

It will be very helpful to identify how you wish to present your website image;

- Company logo
- Photo or drawing
- Typeface preference
- Preferred colours
  
- Other ideas \_\_\_\_\_

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### 5. Colour and Accents

For the most part it is recommended that a white background for best readability and contrast be used within the main body of the web site pages, with a blend of colour incorporated in left and/or right margins.

Any preferred colours: \_\_\_\_\_

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### 6. Web Site Navigation System

The navigation system of the web site package will include:

- **Links** from the front page and sectional pages to every page in the system to enable Web search engines to "spider" and index content on every page.
- **Left-Side/Top-Row Menus** with text links. Top row can allow up to 8 items while a left navigation bar can hold many more and can enable visitors to see from any page how to get to any other. The colour plan used will be a blend of the chosen site colours.

## **7. Photos, Graphics, Animations, Sound, and Video**

Prior to publication it should be ascertained that you own the copyright to, or have permission from the copyright owner to use any photos or graphics used within the web site.

- Clipart tends to look a bit tacky on websites. Photos are recommended.
- Photos should be supplied either by sending the photos themselves for me to scan and return, or by sending the digitized images on a diskette/cd/memory stick.
- Stock photos obtained from sources such as Photodisc (<http://www.photodisc.com>), Corel (<http://commerce.corel.com>), or PictureQuest (<http://www.picturequest.com/>). (You write down the photo number and inform me of your choices, and which page each photo goes on. This form of photo selection may incur costs for copyright/royalties).

Additionally, the web site pages may contain;

- Sound, either MIDI musical background or streaming Real Audio for music or voice.
- Animated GIF images. High quality photo images are available from PhotoDisc (<http://www.photodisc.com>) and other sources.
- Shockwave Animations
- Video clips (You Tube, face book etc, again at cost).

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## **8. Response Forms**

What is the purpose of your response form?

- Guestbook for visitors to record comments
- Request for information
- Survey of customer preferences

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## **9. Site and Domain Names**

Site Name on Masthead (Header): \_\_\_\_\_

Domain Name - This must be registered through a web hosting service and approved by a domain registration service before you can use it. (This will incur a cost but will not delay the building of the site during the processing of the domain name). One of many sources available to check the availability of your chosen domain name is <http://www.123-reg.co.uk>

Domain name \_\_\_\_\_

We would be happy to complete this procedure on your behalf: YES / NO

## **10. Web Hosting Service**

Do you already have a hosting account? If so, please answer the following questions about your host. If you do not have hosting yet I can offer assistance seeking the right package for your site.

Web Hosting Service \_\_\_\_\_

User name: \_\_\_\_\_

Password: \_\_\_\_\_

E-mail for support or help \_\_\_\_\_

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## **11. Reminder**

Consider the following...have you covered it?

- Purchasing a Domain Name
- Purchasing a Web Hosting Package
- Writing good content for your page(s)
- Know what pages you want within the site
- Providing quality images for use on your page(s)
- Choose colours for your site
- Including your e-mail and Web addresses on all your company's print literature, stationery, and display advertising
- How will I advertise my site?
- Do I want to edit the site myself in the future?

Abraxas web design can advise on any of the above. Domain name, Hosting, Advertising and Editing of sites are separate issues to web design and development and there will in most cases be an additional charge for these services which you should budget for.

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## **12. Maintenance**

Target Date \_\_\_\_\_

Package prices include minor updating over the first year of the contract. This covers minor page content changes, product changes, etc. It does not include major changes, such as changing newsletter content (which essentially involves constructing a new webpage), which is billed at our hourly rate.

Target Date for final payment to be made and your Web Site to be launched:

\_\_\_\_\_

On behalf of my organization I approve the above plan which I have developed with Abraxas Web Design to construct a website, and I authorize Abraxas Web Design to use this Website Planning Worksheet as the basis of the project.

Any preliminary designs produced by Abraxas web design remain the property and copyright of Abraxas web design and can not be used should any contract with Abraxas web design be terminated.

The information contained within this form will be used to determine and estimate time required to build the web page(s) and arrive at an estimated cost. A contract will be drawn up to include a payment schedule.

Signature \_\_\_\_\_ Date \_\_\_\_\_

Print \_\_\_\_\_ Company Position \_\_\_\_\_

