



Web Idea Worksheet

2314 BROADWAY
DENVER, COLORADO 80205

720.221.7126 voice
info@unleadedgroup.com

Instructions:

Client input is the foundation of successful projects. This survey will help you articulate, identify, and agree upon the overall goals of your project, including specific questions regarding message, audience, content, look and feel, and functionality.

(Note: You may want to copy these items into a document to freely fill out the questions & information.)

Once you complete this worksheet, send it to info@unleadedgroup.com. We'll review it and setup a time to discuss your needs and goals!

Overview

1. Please list the following website goals in order of importance and feel free to add your own if not listed: Cutting Edge Design, Ease of Updates, Usability, Social Media Integration, Search Engine Optimization, Conversion of Sale, Gathering of User Information, Clear Contact Information, Fast Dissemination of Info, Ad Revenue.

Design Overview Questions

1. What elements do you want to utilize in order to promote a favorable user experience?
2. What specific areas of your current site do you feel are successful? Why are they successful? If you do not have an existing site, describe general concepts.
3. What shortcomings exist with the current site, and what three things would you change on the site today if you could? If you do not have an existing site, what are your pet peeves on the web?
4. Have you conducted usability tests or gathered user feedback for your current site? If so, how long ago? Please include any reports or findings.
5. How important is it to maintain your current look and feel, logo, and branding?

Project Objectives

1. What are the main reasons for this project (new business model, outdated site, expanded services, different audience)?
2. What are your primary online business objectives with the project? What are your secondary objectives? (Examples include increased sales, marketing/branding awareness, and fewer customer service calls.) Please discuss both long- and short-
3. What unique functionality do you desire your website to possess (examples include video player, twitter feed, lightbox galleries, etc)?
4. How will you measure the success of the solution (increased traffic? Reduced phone calls, etc)?

5. What existing strategy (both on- and offline) is in place to meet the business objectives?

Audience/Desired Action

1. Describe a typical user coming to your site. How often is the user online, and what does he generally use the web for? How old is the user and what does he do for a living? (Use as much detail as possible in profiling your target user. Profile more than one type if appropriate.)

2. What is the primary "action" the user should take when coming to your site (make a purchase, become a member, search for information)?

3. What are the key reasons why the target user chooses your company's products and/or services (cost, service, value)?

4. How many people (as far as you can tell) access your site on a daily, weekly, or monthly basis? How do you measure usage? Do you forecast usage to increase after the site launch and by how much?

Perception

1. Use a few adjectives to describe how the user should perceive the new site. (Examples include prestigious, friendly, corporate, fun, forward thinking, innovative, and cutting edge.)

2. How is your company currently perceived offline? Do you want to carry the same kind of message through your website?

3. How does your company differentiate itself from competitors? Do you think your current audience differentiates you from your competition? Please list competitor URLs.

4. List the URLs of sites you find compelling. What specifically do you like about these sites?
Note: This is an important question to understand your aesthetics and is a valuable exercise before we get started.

Content

1. Describe visual elements or content that should be utilized from your current site or marketing materials (logo, color scheme, navigation, naming conventions, and so on).

2. How will the content of this site (along with functionality and navigation) expand or differ from your current site? Do you have an existing sitemap for the outgoing site structure? Do you already have a sitemap or outline for the proposed redesign? *Note: This is an important step before we start the design of your site.*

Marketing

1. How do most people find out about your current website? What methods of distributing the URL already exist within the company?

2. Briefly, what are your short-term marketing plans (specifically, for the site redesign and the 12 months following launch)?

3. Do you have an existing or planned marketing strategy in mind to promote this site redesign? If so, please describe.

4. Do you have existing or planned social networking pages and/or strategies in mind (facebook page, twitter page, tumblr page, etc)?

Additional Notes/Comments