CHRIS DESIGN

Web Design Worksheet

Date _____

Company Name _____

Type of Project
Is this a site redesign or a new site? _____

Budget
What is your budget for this project? _____

Target Launch Date
When do you need the web site launched? _____

Maintenance
How are you planning to maintain your site?

_____

_____

Purpose of Web Site
Please take some time to consider what your reasons are for wanting a web site.
What do you hope to accomplish by having a web site? What is its purpose?

Some examples are:
- To give my company a cutting edge appearance
- To keep up with the times
- To develop a marketing database
- To sell products and services online
- To have prospective clients contact us
- To give out information
- To market literature we write
- To provide free information and downloads
- To create brand recognition

Please write down your own purposes:

_____

_____

_____

Target Audience
Who do you hope will visit your site? What do you know about your potential visitors?
What are the demographics of these potential visitors?

Please describe your target audience

_____

_____

_____

Domain Name
Do you currently have a domain name? ☐ Yes ☐ No
If yes, what registrar is it with and do you have all of the information needed in order to make changes to your domain record? ☐ Yes ☐ No

If you do not have a name do you have some desired names?

Some desired names:

_____

_____

_____

Hosting
We can help you to choose the hosting package in Godaddy Inc. company. If you do not wish to host with Godaddy Inc. And have a particular host you would like to use please fill it in below:

Desired Host _____

Desired Host URL _____

Corporate Identity
Do you currently have an official logo? ☐ Yes ☐ No

If yes, do you have access to the native files from the original designer of the logo?
(This is important for the quality of the logo on your web site)   ☐ Yes ☐ No

Do you need Chris Design to design your logo? ☐ Yes ☐ No

Design Preferences

Typeface Preference _____
Preferred Font Size for textual Content _____

Preferred Colors _____

Do you have photos to use on your web site?   ☐ Yes   ☐ No

Note: photos, drawings, paintings, clip art, maps etc., textual content from brochures etc. are protected by copyright law. It is your responsibility to make sure that you have been granted proper permission to use these on your web site.

Navigation Style
Navigation refers to the type of menus your web site will use for visitors to move from page to page. Do you have a preference for navigation on your site? Yes or No

Example: side menu with text, top menu with buttons etc.

Please list your preferences below:

_____

_____

Site You Like
Please list some sites that you like. These do not have to be sites in your industry. Just site that you like for the design, look and feel, or navigation style.

_____

_____

Contact Information

First Name _____   Last Name _____

E-mail address_____

Phone Number _____   Cell phone number _____

Fax Number _____

Address _____

City _____   Pro _____

Post Code _____   Country _____

Other Functionality
What other functionality does your web site need to have? Examples: Forms,
Guestbook, online chat, message board, pop up windows, PDF documents,
Shopping cart, database, animation, music ?

Please describe any other functionality your site may need

_____

_____

Search Engine Submission
Will you need Chris Design to submit our web site to search engines? ☐ Yes ☐ No

Most of the popular search engines are now charging for submission. The most important engines
are: Google, Yahoo, Altavista, Open Directory, Lycos, MSN.
Please list any other search engines or directories that you would like your site submitted to

_____

_____

Additional comments

_____

_____

Web Site Layout
This space to be used during consultation to draw out an organizational chart for the web site

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