**Website Questions**

Below are some points to prompt your thoughts about how you want your website to appear. Use it as a guide and write down as many notes as you can. The more information you give me, the more I can create the website that is the vision in your head.

Not everything below will apply to your website, so let me know if it doesn’t apply. Likewise, it helps me to know if there’s anything you don’t want. This is just as important as the things you do want.

Let me know if you have any questions or if anything is not clear.

Please answer the questions in blue.

**Non-functional Requirements**

Websites purpose

What do you want to achieve from the website?

What needs to be achieved for you to say the website was a success

Is the website for information, e-commerce, networking, resume, blog, etc

**Target Audience**

Age range

Gender

Domestic/foreign/both

Socio-economic demographic

Other

**Design**

Font (up to 3 font styles)

Colour palette (up to 5 colours plus a shade of white and black - use RGB code eg. #f6ede3)

Patterns (have or need made)

Logos (have or need made)

Photos (do you have any in mind, need photos take, how do you want them displayed, singular or in a gallery, filters, styles etc)

Videos (do you have any in mind, need photos take, how do you want them displayed, singular or in a gallery, filters, styles etc)

White space - Do you want the website to be crammed with information or picture heavy or small amount of information and little picture with more empty space.

Background colour or images

Scrolling - images or words to move when scrolling?

**Written**

Contact info

About me

Articles / blog

Call to action

Quotes

Anything else you want included on the website

**Navigation**

Header

Top (if multiple pages leading from one page, do you want the navigation to be drop down/expanding/link to)

Sidebar

Sticky bar

Hidden

Social media

**Footer**

Sitemap

Social media

Contact

Email subscription

**Internal**

This is links within the pages

Links from photos/images

Links from words

**Pages**

Number of pages?

One page - would have all info on it.

Multiple pages - home, about, contact, etc.

Make a sitemap (hand drawn is fine) this is like an organisational hierarchy chart.

Initial visible screen - what do you want everyone to see first? (For desktop, draw it on an A4 piece of paper. For tablet, use A4 folded in half. For iPhone, use A4 folded in half twice)

**Inspiration**

At least 3 examples of websites you like.

1 example (if possible) of a website you definitely don’t like

Any other images, videos, brochures, articles, books etc you like the look of

**Functional Requirements**

Ease of use

Think about how easy you want it to be for the average person to use.

**Responsiveness**

iPhones?

Tablets?

Laptop/Desktop?

**E-commerce**

Make sales of products or services from the website?

Take payments

    ⁃    Credit card

    ⁃    PayPal

    ⁃    Other

**Customer information collection**

Do you want to collect data and customer information?

Do you want people to subscribe, become members, just view?

What information do you want collected?

    ⁃    name - first, last, both or one?

    ⁃    Title

    ⁃    Company name

    ⁃    Address

    ⁃    Email phone

    ⁃    City

    ⁃    Country

    ⁃    Post code

    ⁃    Gender

    ⁃    Age

    ⁃    Any other information

Do you want to do surveys?

Do you want to make regular email newsletters for subscribers?

**Timeline**

When do you want the website to be operational?