

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 us, the more we can create the website that is the vision in your head.

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

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

Please provide your email below so that we can add you to the Google Calendar event for the meeting.

Email: marie@marieg.com.au

NON-FUNCTIONAL REQUIREMENTS

- Website's purpose
 - Curtains, fabric samples, rod samples. Scheduling appointments for demo and selling products. General measure to produce quote. Elegant, sophisticated feel of the website
- What do you want to achieve from the website
 - Store platform to make sales, book appointments, gallery, samples, testimonials, trends but samples/products first then appointment. For appointments, request a time option.
- What needs to be achieved for you to say the website was a success
 - Working website with all the features discussed.
- Is the website for information, e-commerce, networking, resume, blog, etc
 -
- (if applicable) Link to current website and components you'd like to import over to the new website (colour theme/ logo / font / etc)
 -

TARGET AUDIENCE

- Age range
 - 30+
- Gender
 - Female
- Domestic/foreign/both
 - Domestic
- Socio-economic demographic
 - Higher demographic
- Other
 - Has the budget, willing to spend and is looking for the wholesome experience.

DESIGN

- Font (up to 3 font styles)
 - y
- Colour palette (up to 5 colours plus a shade of white and black - use RGB code as much as possible eg. #f6ede3)
 - y
- Patterns (have or need made)
 - y
- Logos (have or need made)
 - y
- Photos (do you have any in mind, need photos take, how do you want them displayed, singular or in a gallery, filters, styles etc)
 - Y, before and after photos, gallery of products
- Videos (do you have any in mind, need photos take, how do you want them displayed, singular or in a gallery, filters, styles etc)
 - N- could be later on
- 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.
 - y
- Background colour or images
 - white
- Scrolling - images or words to move when scrolling?

Categories

- Why curtains
- gallery
- samples

WRITTEN PARTS TO THE SITE

- Contact info
 - footer
- About me
 - New page
- Articles / blog
 - Nice to have but have definitely have a place
- Call to action (eg. Buy now! / Enquire Today! / Book an appointment)
 - Enquire Today. Book an appointment.
- Quotes
 - No
- Testimonials
 - Yes - to be put with about me.
 - Reviews can be integrated too
- Anything else you want included on the website
 - none

NAVIGATION

- [Header](#)
 -
- [Top](#) (if multiple pages leading from one page, do you want the navigation to be drop down/expanding/link to)
 - [Top navigation - fixed](#)
- [Sidebar](#)
 -
- [Sticky bar](#)
 -
- [Hidden](#)
 -
- [Social media](#)
 -

FOOTER

- [Sitemap](#)
 -
- [Social media](#)
 - [Yes](#)
- [Contact](#)
 - [Yes](#)
- [Email subscription](#)
 - [Yes](#)

INTERNAL

- [This is links within the pages](#)
 - Book an appointment would send an email with the user's availability and contact details
- [Links from photos/images](#)
 - [Yes](#) - photos would take to show page
- [Links from words](#)
 - [Headings of the category/filter](#)

PAGES

- [Number of pages?](#)
 - [One page?](#) - would have all info on it.
 - [Multiple pages?](#) - home, about, contact, etc.
 - [Multiple page](#)
- [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)

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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?
 - Yes - Stripe or Paypal
- Take payments
 - Credit card
 - PayPal
 - Other
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CUSTOMER INFORMATION COLLECTION

- Do you want to collect data and customer information?
 - Yes. data analyst point of view to make use of the data collection to maximise income.
- Do you want people to subscribe, become members, or just view?
 - members
- What information do you want collected?
 - Name - first, last, both or one?
 - yes
 - Title
 - yes

- Company name
 - yes
- Address
 - Yes - must be encrypted?
- Email
 - yes
- Phone
 - yes
- City
 -
- Country
 -
- Post code
 -
- 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?
 -

NOTES

- Option to have dynamic hero banner on landing page and more customization as admin
- Ability to add a new 'package'/experience and add product
- Semantic HTML