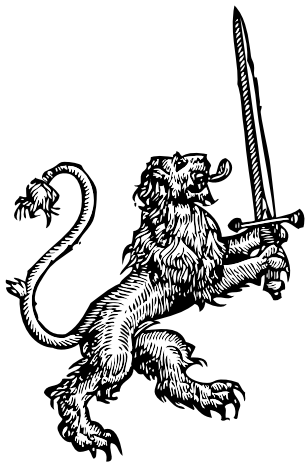**Simon Pascal Klein**
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Client worksheet

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This document is aimed to be a handy worksheet with some questions about you, your aspirations as a company, and how best to reflect that in your new website or web application. It helps me establish a clearer understanding of your needs. After all design is a communication art — it is vital to understand what needs to be communicated.

Please answer the questions as concisely as possible and feel free to skip any that do not apply to you. Also, I encourage you to share this with your colleagues as a joint exercise — some questions could receive mixed responses and this way nothing is missed.

When done, please pass it along to klepas@klepas.org so we can get working on your project!

There are nineteen questions.

This document is available amongst other related work documents online from http://klepas.org/about.html.

This document was last updated Tuesday, 11 August 2009.

You & your organisation

First, let us cover the basics:

1. *What is the name of your organisation and your web presence (current and/or intended)?*

2. *Describe your organisation: what are your goals?, the products and/or services you provide?, your ambitions?, and if applicable, where is it situated and who are your employees?*

3. *Who are the stakeholders for this project, and who has final sign-off approval?*

Please list, including names, email addresses, and phone numbers if and where applicable.

4. *Do you have a desired timeline for this project; when should work commence and what is the target deadline?*

5. *Ultimately the budget will determine the scope of the work — what is the budget for this project?*

Current web presence

If you do not have an existing web presence, do not worry — just skip down to § *Future web presence.*

6. *What is or was successful? — what worked and why?*

7. *Conversely, what (if anything) was unsuccessful, and why?*

8. *Describe the features of your website, particularly those most vital and used.*

Future web presence

Basics

9. *What prompted you to seek a new web presence?*

10. *What are the business objectives in respect to your new web presence?*

11. *How will you know whether your new web presence is successful —what is it measured by?*

Audience

12. *Who is your target audience? A useful technique is to categorise your target audience(s), and if you offer any web-based services try to think of further distinctions between just visitors and users.*

13. *Why will people use your products/services and/or your website?*

14. *What makes you stand out amongst others and your competitors?*

Content, features, and design

15. *How do you want your web presence to be perceived? Use adjectives — e.g. 'modern, logical, and clean', or 'grungy, textured, and dark'.*

16. *List any websites you visually like.*

17. *List any websites you functionally like.*

18. *List any further related websites and if applicable those of competitors.*

19. *Outline the core features of your (new) web presence and how they benefit their target audience.*

Addendum

I have tried keeping this worksheet as generalised as possible, but of course every project is unique. If there is anything else you would like to add just jot it down below.

Done! Please send the completed copy to klepas@klepas.org.