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Client worksheet

This document is 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 app. 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, feel free to share this with your colleagues into 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!

An electronic copy of this document can be found at <http://klepas.org/about.html>.

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You and your company

First, lets cover the basics:

What is the name of your company and your web presence (current and/or intended)?

Describe your company: what are your goals, the products & services you provide, your ambitions and goals, and if applicable, where is it situated and who are your employees?

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

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

Do you have a desired timeline for this project; when should work commence and what is its deadline?

Ultimately the budget will determine the scope work I can do. What is the budget for this project?

Current web presence

If you do not have an existing web presence, don't worry, just skip down to the next section, *Future web presence*.

What was successful—what worked and why?

Conversely, what—if any—was unsuccessful and why?

Describe the features of your website, particularly the most important and used ones.

Future web presence

Basics

What prompted you to seek a new web presence?

What are your business objectives in respect to your new web presence?

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

Audience

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

Why will people use your products, services, and/or web site?

What makes you stand out amongst others and your competitors?

Content, features & design

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

List any websites you visually like.

List any related websites and if applicable those of competitors.

Outline the core features of your web presence and how they benefit their target audience.

Addendum

I have tried keeping the worksheet as generalised as possible, but 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.