***1. Background to the Project***

Please include here whom (company or person) you will be designing/redesigning a web site for. Provide a short description of the organization. If the site is a personal portfolio web site, please provide an overall biography of yourself as you wish to present yourself online..

If you are doing a redesign, you must include a link to the original site here, as well as information related to the redesign (why the redesign, etc.).

***2. Goals***

I am looking for answers to your basic set of questions here, such as:

• What is the goal or purpose of your site?

• Who are the intended audiences?

• Why specifically will people come to this site?

***3. Audience Definition***

Includes but may not be limited to such information as:

§ WHO are the users (tip: refer back to your intended audiences list),

§ What are their goals and objectives,

§ What technology they will use to access the site.

***4. Site Content***

Content Grouping and Labeling

This should be a summary of the content you will be providing on the site. This includes the pieces of content that the site requires. For example, personal biographies, copyright notices, privacy statements and rules. Also included here are any images, graphics, links, etc. and a general description of how they will be used on the site. For example:

Personal Biography – There will be one page providing a personal biography. This page will include information including:

• my age

• my schooling

• previous clients I have designed for.

Links – There will be one page of links of related websites and information on the website.

***5. Features List***

Describe some of the site’s features/element that draw attention/showcase your abilities.

Possibilities include:

• Navigation Elements

• CSS3 elements

• Specific design elements

• Any other items of interest (i.e. HTML5, JavaScript / PHP / Java programming, etc.)