Website Design Workbook

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Services by Impact Technology Solutions include:

Domains | Hosting | Ecommerce Solutions | Managed Hosting | Wordpress Website Design Training | Digital Marketing | Technology Solution and more…

Instructions

Every successful website is as a result or proper planning and strategy. This workbook has been created to ensure you properly articulate your thoughts, ideas, desires, and goals. When properly completed, the information provided can help identify your ideal clients, how best to communicate to them, and help achieve the ROI you desire from your website.

Once you are through with filling the workbook, kindly send a mail to design@impactinc.com.ng to enable a consultant get across to you on how to start your website design project.

1) General Information – just the basics

Project Name:

Current URL (or desired URL) e.g. http://www.switemtech.com :

Contacts for this project: (name, address, email, phone)

Target date for launching the new site:

External factors that can influence/affect the schedule:

Have you registered the desired domain name e.g. switemtech.com?

Do you currently have hosting for the website?

Do you desire to use our normal hosting or managed hosting services for your website?
[Managed Hosting is of two types. One is on self hosted platform and you outsource the technical management of your website to us so that you can concentrate on website content updates. The second is on our platform and we manage all the technical aspects so that you can concentrate on website content updates. Services we provide include Enhanced Website Security, Backups, Technical support, website monitoring and more.]

Is this project for a new site or you desire to give an existing site a face-lift?

2) Why?
What is the business problem you hope to solve with this project?

3) Who?
Who is your customer/target audience?

Who are your website's users?

Describe your ideal target audience (age range, gender, education level, occupation, internet experience…)

4) Value
What services do you provide?

Why do your customers need you?

What is your most important benefit (to the customer not you)?

What do you offer that is different from your competition (Your Unique Selling Proposition)?

What is your product in the eyes of the customer?

How do (will) customers use your site? What are their goals? E.g to buy a product, to check for your contact details etc

5) Perception
What do you want to project about your website?

List adjectives describing how you want visitors to perceive the new site.

Is this different than their current perception?

List the URLs of websites (i.e. website addresses) that you like their design. What do you like about these sites?

List the URLs of websites (i.e. website addresses) that you do not like their design. What don't you like about these sites?

List some of the website addresses of your competitors (in or out of your country).

6) Content
Do you have existing content for the site or will you create new content? Who will write the new content?

Would you need the services of a copy writer i.e. someone who would write contents for you?

Any visuals or content you want to use from your current site or marketing materials (logo, color scheme, navigation, naming conventions, etc.)?

Do you have a logo?

Do you have a color scheme or preferred colours for use on the website? If Yes, what is it?

Are the images copyright-free or do you have a right to use the images?

Would you be using audio or videos on the website?

What sections would you like on your website? Please select all that apply.

Welcome/Home Page	About us / Who we are	Services / What we do	Contact us
Our Products / Shop / Online store	Frequency Asked Questions (FAQ)	Testimonials	Press / Newsroom
Terms and Conditions	Privacy Policy	Careers	Blog
Portfolio	Gallery		

List other desired sections not listed above (if applicable).

7) Marketing

How do people find out about your current site/How will people find out about your site after being built?

Do you require online advertising campaign to drive traffic to your website?

Do you have a marketing strategy in mind to promote this project? If yes, could you describe it?

8) Technology

Any required database functionality (dynamic content generation, personalisation, login…)?

Need for secured transactions? (like online shopping) If yes, do you want to sell outside of Nigeria?

What countries do you hope to sell to?

What currency will you be selling in?

Do you require web analytics to gather data on visits to your website etc?

9) Updating
How do you plan to keep the content on the site current and updated?

How often should content change on your site?

Who will be responsible for
a) updating and
b) providing content?

Would you like Switem to handle future updates and management of your website?

10) Budget for the website project
[ ] $1000 - $3000
[ ] $3000 - £5000
[ ] $5000 - $7000
[ ] $7000 - $10000
[ ] $10000 - $15000
[ ] $15000 and above

Budget for the online advertising campaign
[ ] $300 - $1000
[ ] $1000 - $3000
[ ] $3000 and above

Budget for the website project
[ ] #400,000 - #1,200,000
[ ] #1,200,000 - #2,000,000
[ ] #2,000,000 - #2,800,000
[ ] #2,800,000 - #4,000,000
[ ] #4,000,000 - #6,000,000
[ ] #6,000,000 and above

Budget for the online advertising campaign

[ ] #120,000 - #400,000
[ ] #400,000 - #1,200,000
[ ] #1,200,000 and above

11) Requirements for website management training Please tick all that apply
[ ] Training document
[ ] Online Training Videos (*videos can be accessed at anytime during the subscription period*)
[ ] Training by Switem Facilitator (In-person, Skype, etc)

12) Preferred payment methods for ecommerce website (i.e for website involving online sales, donations or payments)
[ ] Mobile Payments
[ ] Quickteller
[ ] Nigerian payment cards
[ ] International payment cards
[ ] Bank Transfer
[ ] Paypal
[ ] Gift Certificates
[ ] Customer Account Fund/Wallet

Additional Suggestions / Comments / Questions
(You may use this section to add other important aspects of your project not mentioned above**)**