WebAlive

Web Design Package - Website Brief

Status: Finalised

General Info

Business Name: Bayside Eye Specialists Unit Trust T/A Bayside Eye Specialists

Point of Contact

Please specify the person that will sign off on the project requirements, schedule and deliverables. Please make sure that your nominated person for this role has access to the "Project Management" section of WebAlive Online Portal.
Full Name: Lara Helen

Position/Title: Manager

Contact Email: lara@baysideeyes.com.au

Contact Phone: 9596 7440 or 0438544799

If additional costs are applicable for changes requested to the project scope (including changes in deliverables or changes in project schedule), would you like to nominate another point of contact in your organisation to approve these change requests?
No

How long has your business been in operation? (e.g. 2 years 3 months)
15 years

How many Staff do you currently employ?
16 Where do you operate your business from?
Office

What is your geographical coverage? Select one or more options as required.
(e.g.: Brisbane, Sydney, 100 KM radius of Perth CBD)
Bayside Melbourne

Your Business

Please provide us with a brief description of your company.:
Bayside Eye Specialists is a specialists ophthalmology practice. Our ten ophthalmologists all have fellowship training within a subspecialty as well as consulting on more general ophthalmic conditions. The breadth and depth of their combined experience means that all eye conditions, from lid issues, strabismus, cataracts, cornea, glaucoma, retina can be treated within the clinic. Our doctors can consult with all ages ranging from babies to the very elderly. We have state of the art equipment on site so that all testing and treatment can be performed on-site. Our treatment room is fully equipped with and operating microscope and procedures such as cross-linking, intra-vitreal injections and minor lid surgeries may be performed on-site.

Please describe your target market. Your target market indicates the characteristics of people that would potentially be interested in your products and services. They are therefore the people you want to attract to your website. If you can classify your target market according to age, gender, geographical location and any other relevant categories, please do so.
Patients must be referred to us by either an optometrist or a GP. The website is more a tool to research the doctor/the

What is your unique selling point? (What sets you apart from your competitors)?
We provide excellent service to our referrers and patients. Our rooms are warm, inviting, with current magazines and newspapers, relaxing music, tea, coffee and biscuits. Our staff are well trained to triage appointments, make time for emergency patients as required, and provide pro-active, friendly, helpful service. We have all subspecialties in the one practice so that patients don't need to travel to see another specialist if they need further/different treatment. There is ample parking behind the practice and on the side streets.

What are the main objectives of your website? Select one or more options as required.
Information delivery

If you have any specific comments regarding your objectives, please outline them in detail.
To present the practice as an established, authoritative, highly reputable business with warm, welcoming environment and helpful, knowledgeable staff.

practice. We also include information sheets for patients to review at home. Our patients range in age from babies to the elderly.

Please list and describe the main products and/or services you offer and wish to promote through your website.
Ophthalmic Care:
Cataract
Cornea
Glaucoma
Diabetic Eye Health
Strabismus
Macular Degeneration
Medical Retina
Surgical Retina
Oculoplastics
General Ophthalmology
Emergency appointments always available

Your Website

Please list a few websites that appeal to you. They do not have to be related to your business or offer a similar service. In a few words, please tell us what you like and dislike about these websites.
URL:https://www.eyesurgery.com.au/
Comments:
This is ok

Please list a few websites of businesses that you are competing against. Please tell us in a few words what you like or dislike about these websites.
URL:http://www.retina.com.au/consultation-time/;
http://www.melbourneeyesurgeon.com.au/
Comments:
Dated

Do you have any other websites?

What design style would you like your website to have?
Clean

If you have any specific requirement or comments regarding your website style, please list them below.
Clean, clear, easy to read and navigate, easy to read and use on mobile device, no red colour, crisp imaging, warm, friendly,

In order to make a stunning website, WebAlive applies various programming and styling techniques to the website components. While you may not wish to utilise WebAlive's "maintenance package services", which incurs ongoing charges, please specify in detail if you require that some areas of your website be self-manageable. Usually website contents including pages, body text, images, eCommerce products and galleries are provisioned to be self-manageable. Outline any specific areas of your websites you wish to be able to change yourself.
Would like to be able to manage a "news" section
Also an 'event' section for Optometrists/GP's.

Design & Artwork

Do you have a brand guideline?
No

Do you have any current artwork you would like used as a basis or incorporated into your website design?
No

Do you currently have a logo?
Yes

If you have any recommendation or preferred image(s) from

Please make sure you upload your Logo (preferably in EPS, PDF, AI or other high resolution format) by going to the Files tab so that WebAlive Team can review the logo.

Do you have a tag line you would like included in your website's banner? If so, please provide it below.
Yes
  Excellence in Eye Care
but that sounds a bit dated these days

istockphoto.com, please list the photo IDs here (comma separated).
  iStock File #:

Would you like to include photography in your website's banner?
Yes
Please specify if you have any preferences with the images to be used in the banner. You can upload your images by going to the Files tab and specify the file names below. If you wish to stock images, please provide us with the iStock File numbers below.
  Similar to existing?

Website Content

Please specify the email address you wish to use to collect any online enquiries that are submitted on the website.
info@baysideeyes.com.au

Please specify the fields you wish to use in the online enquiry form.
1. Name
2. Email Address
3. Phone
4. Messages

Do you have a subscriber management system?
No

Please specify a tentative Sitemap for your website. A Sitemap is a hierarchy of the pages you wish to have in the website.
You can utilise the Sitemap tab to upload your final Sitemap and website content for our designer to incorporate in to your new website. We will require that you complete and "Finalise" the Sitemap and content upload prior to the "Build" phase of the project. Your Project Manager will be providing you with more details on regarding this stage of the processon. But before we can start with the "Concept" phase of the project, we require some direction and content for the Home page. If it is an eCommerce website, we will also require some additional information about your products.
Home Our Doctors Our Staff About your Visit Eye Conditions Contact Us

Please select the website elements below that you wish to use in your Home page:
Welcome/Introduction text
Current News/Headlines
General Information
About Us text
Enquiry Form
Quick links

If you wish to provide the content that will appear on your home page, please provide it below - so that we can incorporate it in to the concept.   Can we lift most from current website and refine?

Would you like to suggest any photography for your Home page?
Yes
You can upload your images by going to the Files tab and specify the file names below. If you wish to stock images, please provide us with the iStock File # below. If you do not suggest any Photography, a WebAlive Designer will suggest suitable images to use in the Home page.
  Already sent

eCommerce

(Please note: depending on which package you have purchased, not all features and questions will necessarily be applicable to your website. If in doubt, please contact your Project Manager.)
Please provide us with details about the products you wish to upload to your website. Depending on the type of information you will be using for your products online, your Project

Regarding the price display of your products, please specify which of the following applies to you.
1. I will not have price mentioned in the website

Please specify the shipping policy you wish to use on your website.

Manager will provide you with a pre-defined template to upload your inventory information. The WebAlive design team will also use this information to suggest suitable layouts for your eCommerce pages.
no ECommerce

Do you have high resolution images for your product? If you do please upload a few sample images in the File section and specify them in the table below so that the Project Manager can advise you further on images.

Please specify which payment options you wish to make available on your website.

Please specify if you wish to have a handling charge?

Please specify the email address you will be using to receive order details.

Please provide one or two paragraphs that will be sent to your customer as an email when they purchase from your website.

Do you wish to include any additional fields during checkout?

Do you have any other eCommerce requirements?

Social Network

Do you wish to use social media on your website?
Yes
If you are currently using any of the following services, please complete this section below.

Search Engine Optimisation

As a part of our Web Design service, we also prepare the website for better search engine exposure.
Please upload information relating to the page title, meta description and meta keywords relevant for each page of your website by going in to the Sitemap tab above. (Please note that this is not a full SEO service.)
If you are aware of the keywords your potential visitors are using to search for products or services that are similar to yours, please list them below. These keywords would be phrases related to your website and the names of your products, services and brand.
Cataract Glaucoma Laser Eye Surgery Eye Doctor Ophthalmologist

Do you have Google Analytics for your website?
No

Do you have a Google Webmaster Tools account for your website?
No

Additional Details

If you have any specific requirements for the website and you wish to outline them to WebAlive, please specify them below.