

Site Specification – Web Design

1) General Information – just the basics

Project Name:

Current URL (or desired URL):

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

Target date for launching the new site:

Service or product that will be sold:

2) Why?

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

3) Who?

Who is your customer/target audience? Describe your target audience (age range, education level...)

4) Value

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?

What is your product in the eyes of the customer?

How do(will) customers use your site? What are their goals?

5) Perception

What do you want to project about your company, your department, your project?

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

Is this different than their current perception?

List URLs of sites you like. What do you like about these sites?

6) Content

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

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

7) Technology

Any specific technologies you would like to use in your site? (Flash, AJAX, etc) If so, explain how they will enhance the user experience.

Any required database functionality (dynamic content generation, personalization, login...)?

Need for secured transactions? (like online shopping)

Any additional programming requirements? (like search functionality)

8) Marketing

How do people find out about your current site? What triggers prompt a visit (referral links, incentives, search engine terms)? How do you currently distribute the URL within your organization on and offline?

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

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 is responsible for updating and providing content?

What software will they use to keep the site updated?

10) Additional Notes/Comments