

WEB / UX / PLANNING

Prepare a list of the questions you wish to ask your client.

GATHERING INFORMATION

Evaluate the client's brief and determine **approx. 10 questions** you wish to ask your client (remembering that, at this stage, you may not yet have the job. Your time is valuable and your client's time is valuable).

Choose questions that show the client that you have analysed their brief and that you seek to develop a website that works for their business and their end-users

SOME INITIAL QUESTIONS

What do you want your website to do for your organisation?

What do your end-users want from your website?

Describe your organisation in a two brief sentences.

Refine the description of your organisation to three or five words.

SEEK DETAILS

Evaluate, refine, eliminate and add items. **The order of your questions is important!!**

1. Why do you want a new website? or, Why do you want your current site redesigned?
3. Identify the features of you, and your organisation, that set you apart from your competitors?
4. What problems does your business solve for your potential customers?
5. Identify reasons that site visitors should do business with you rather than with a competitor?
6. Describe your potential customers – interests, demographic, income, gender, age, even the types of computers/devices they use, eg older technologies or the latest technologies.
7. If your website is a business-to-business site (B2B), what type of companies are you hoping to attract?
8. What is your budget for this project?
9. How many staff will be involved? What are their roles?
10. List two or three sites that you like. What features appeal to you?
11. What is your deadline for completing the site?

12. From your research of your online competition, do you have an idea of what you do and don't want on your site?
14. Do you have a logo/branding?
15. Are you planning to sell online? If so, what are the products/services, and how many items do you want to sell online?
16. For search engine optimisation (SEO), what words or phrases would you use to find your site? Which of these words or phrases is most important? Second? Third?
17. What is your preference for a 'call to action' phrase on your site – make a sale, phone your office, visit your office, fill out a form, etc?
18. Do you have a domain name, website hosting?
20. Do you have ideas of the colours to be used, and colours you don't like? Please provide your current letterhead, current business cards, sample sites with colours you like.
22. Do you have the content (text and/or images) for the website pages?
23. Are there printed materials (brochures, checklists, images, etc) that you use offline?
24. Do you own the copyright for the content items?

CONDUCT ONLINE RESEARCH FOR ADDITIONAL IDEAS

LinkedIn Learning has some valuable resources in their project management courses

WIREFRAMES AND PLANNING THE WEBSITE SCOPE

Prepare draft wireframes for each page – bearing in mind that the minimum would be for mobile layouts then larger desktop screen layouts. These can be hand-drawn. There are also many online wireframe tools, eg Mockflow