WEBSITE DESIGN  
Project Scope & Checklist

DATE HERE

## Project Background and Description

|  |  |
| --- | --- |
|  | *Describe how this project came about, who is involved, and the purpose.]*  *Note: To delete any tip (such as this) just click it and start typing. If you’re not yet ready to add your own text, just click a tip and press spacebar to remove it.* |

## Project Scope

|  |  |
| --- | --- |
|  | *[Project scope defines the boundaries of a project. Think of the scope as an imaginary box that will enclose all the project elements/activities. It not only defines what you are doing (what goes into the box), but it sets limits for what will not be done as part of the project (what doesn’t fit in the box). Scope answers questions including what will be done, what won’t be done, and what the result will look like.]* |

## High-Level Requirements

|  |  |
| --- | --- |
|  | *[Describe the high level requirements for the project. For example:]*  *The new system must include the following:*   * *Ability to allow both internal and external users to access the application without downloading any software* * *Ability to interface with the existing data warehouse application* * *Ability to incorporate automated routing and notifications based on business rules* |

## Deliverables

|  |  |
| --- | --- |
|  | *[List agencies, stakeholders or divisions which will be impacted by this project and describe how they will be affected by the project.]* |

## Affected Parties

|  |  |
| --- | --- |
|  | *[List business processes or systems which will be impacted by this project and describe how they will be affected.]* |

## Affected Business Processes or Systems

|  |  |
| --- | --- |
|  | *[Describe any specific components that are excluded from this project.]* |

## Specific Exclusions from Scope

|  |  |
| --- | --- |
|  | *[Describe how you plan to implement the project. For example, will all parts of the project be rolled out at once or will it be incremental? What will be included in each release?]* |

## Implementation Plan

|  |  |
| --- | --- |
|  | *[Include recommendations that lead to your proposed solution. Summarize what you’re proposing to do and how you’re going to meet the goals. You’ll be able to expand on the details within the ‘Our Proposal’ section.]* |

## High-Level Timeline/Schedule

|  |  |
| --- | --- |
|  | *[Describe what the high level timeline/schedule will be to plan, design, develop and deploy the project. Generally, by when do you expect this project to be finished?]* |

# What will be the official name of your website?

# Do you have a vision statement or a tagline you want include?

# What services or products do you offer?

# What will your main links/sections be?

# What elements do you think you may want on your home page?

**Slide Show**

**Welcome Text**

**Quote**

**Slogan**

**Featured Property**

**Link List**

**Random Testimonial Module**

**Featured Multimedia Module**

**Latest Media Module**

**Linkable Image Modules**

**Blog Excerpt**

**News Excerpt**

**Account Sign-in Module**

**Location Module**

# Please describe your organization in a few sentences:

# Are there any elements that you feel need to be on every page of your website?

**WHAT STYLE IS CLOSEST TO THE LOOK YOU WANT FOR YOUR WEBSITE**

|  |  |
| --- | --- |
| ?  1. MINIMAL | 5. TEXTURED |
| 2. PORTFOLIO | 6. MAGAZINE |
| 3. CORPORATE | 7. ROCK AND ROLL |
| 4. ILLUSTRATIVE | 8. NEWSY |

**WHICH OF THESE MOOD BOARDS IS CLOSEST TO THE LOOK/FEEL YOU WANT FOR YOUR WEBSITE?**

|  |  |
| --- | --- |
| 1. CORPORATE / HIGH CONTRAST | 4. TEXTURED / OLD WORLD |
| 2. CLASSIC / WARM | 5. SIMPLE / CLEAN |
| 3. BOLD / COOL | 6. MODERN / COOL / OPEN |

**ARE THERE OTHER WEBSITES WHOSE DESIGN/LOOK YOU LIKE (IF POSSIBLE INCLUDE WEBSITES FOR ORGANIZATIONS THAT ARE DIFFERENT AND SIMILAR TO YOUR ORGANIZATION/COMPANY)?**

**ARE THERE WEBSITES THAT YOU THINK OF AS “THE COMPETITION” (I.E. PROVIDE SIMILAR PRODUCTS/SERVICES)?**

**DO YOU HAVE ANY COLOUR PREFERENCES?**

**WHAT DO YOU NOT WANT ON YOUR SITE? (IN TERMS OF TEXT, IMAGES, ETC)HAVE YOU LOOKED AT YOUR ONLINE COMPETITORS SO YOU HAVE AN IDEA OF WHAT YOU DO AND DON’T WANT ON YOUR SITE?**

**WHAT IS YOUR BUDGET FOR THIS PROJECT?**

**DO YOU HAVE A LOGO? DO YOU NEED A NEW LOGO?**

**DO YOU HAVE HIGH QUALITY PROFESSIONAL IMAGES YOU WANT TO USE FOR YOUR WEBSITE (WE WILL NEED DIGITAL VERSIONS SENT BY EMAIL OR FTP) OR WILL YOU NEED US TO HELP YOU FIND GOOD STOCK PHOTOGRAPHY (THE COST FOR PURCHASING STOCK IMAGES WILL BE ADDED TO THE PROJECT.**

****yes****no

**DO YOU WANT INCLUSIONS WITH SOCIAL MEDIA? (I.E. FACEBOOK, TWITTER, LINKEDIN)**

**OTHER THAN WHAT SEARCH ENGINES WILL PRODUCE, WHAT OTHER METHODS DO YOU HAVE IN MIND TO SPREAD THE WORD ABOUT YOUR WEBSITE?**

**WILL YOU BE PROVIDING TEXT FOR THE WEBSITE? WHO WILL BE RESPONSIBLE FOR UPDATING?**

**WILL YOU REQUIRE WEB HOSTING?**

**WILL YOU REQUIRE WEBSITE ADMINISTRATION?**

**WOULD YOU LIKE YOUR WEBSITE PLACED ON OUR ZENNEO WEBSITES AND OTHER CO-PAGES? (FREE OF COST)**

**WILL YOU REQUIRE SEARCH ENGINE OPTIMISATION (SEO) TECHNIQUES ENTERED INTO YOUR WEBSITE? THIS ALLOWS YOUR WEBSITE TO RANK HIRE IN SEARCH ENGINES.**

**ANYTHING ELSE YOU WANT TO TELL US? (PLEASE ADD ANY QUESTIONS YOU MAY HAVE.)**

**WHAT DO YOU WANT YOUR SITE TO ACCOMPLISH?**

**WHAT CMS (CONTENT MANAGEMENT SYSTEM) DOES IT USE (IF ANY)?**

**WHAT DO YOU LIKE ABOUT IT?**

**WHAT DON'T YOU LIKE ABOUT IT?**

**HOW MANY INBOUND LEADS ARE YOU CURRENTLY GETTING FROM IT?**

**IS IT GIVING YOU THE RESULTS YOU WANT TO SEE?**

**HAVE YOU GOT GOOGLE ANALYTICS SETUP? IF SO, CAN YOU GENERATE A REPORT FOR US SO WE CAN SEE WHAT'S WORKING AND WHAT'S NOT?**

**WHAT WOULD YOU LIKE TO SEE CARRY OVER TO THE NEW SITE?**

**WHAT MAKES YOUR COMPANY REMARKABLE? WHAT IS YOUR POINT OF DIFFERENCE?**

**WHAT DOES SUCCESS LOOK LIKE TO YOU?**

**DO YOU HAVE A STYLE GUIDE OR ANY EXISTING COLLATERAL?**