

Website Planning Worksheet

Good planning is an essential part of the design process. Good design should enhance your business, reflect your company's mission and goals, and provide you and your customers with a user-friendly method of contact and sales. Each project we handle is carefully planned to offer not only visual appeal, but also good "information architecture" that makes it easy to use and navigate and that is search engine friendly. Deciding what to place on your website is a vitally important but time consuming task. Changing ideas, plans, or graphics is costly once development has actually started.

This comprehensive worksheet is designed to make this process as effortless and informative as possible. It is an effective way for us to gather the information necessary to get started and for you to communicate with us exactly what you expect out of our partnership. It will prevent delays and unforeseen costs by providing us with the information we need to provide you with an accurate quote.

Please print the contents of the **inQuis WebDev Design Planning Package** (the [WebDev Planning Worksheet](#), the [WebDev Content Worksheet](#), and the [WebDev Layout Worksheet](#)) and complete as much of them as you are able. Have them handy when are ready to discuss your project on the phone with an inQuis representative.

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1. WebDev Designation

Is this website:

- A new website?
- A complete redesign of your current website?
- An enhancement to your current website?

If this is a redesign, or enhancement:

- A. What features of your current site would you like to keep?

- B. What features of your current site do you not like?



2. Your Business

Company Name: _____

Address: _____
(Street)

(City) (Province/State) (Postal/Zip Code)

Mailing Address (if different than above):

Address: _____
(Street)

(City) (Province/State) (Postal/Zip Code)

Business Hours: _____ AM to _____ PM Monday to Friday
_____ AM to _____ PM Saturday
_____ AM to _____ PM Sunday

*Other (please specify): _____

Company Contact Information

Telephone: _____

Toll Free: _____

Fax: _____

Email: _____

Primary Contact Information

(This would be the individual(s) inQuis will contact with respect to your website development project.)

Name: _____

Telephone: as above, or: _____

Fax: as above, or: _____

Email: as above, or: _____



3. Your Market

What is the nature of your business? Let us know what you do!

Do you have a mission statement? No Yes. If so, please provide details.

How long have you been in business? _____

Do you have any tagline(s) / slogan(s) / statement(s)?

Do you have a corporate identity program that features: a logo? certain color/schemes?
(This aspect is covered in further detail below under Layout & Design.)

In order for us to create a design that is in line with your corporate identity and maintains the communicational bonds you have with your market, we ask that you include any collateral materials that you use, such as brochures, letterhead, or other print media.

Briefly describe your target market.

(i.e. General characteristics of both your current customer base and the audience you are trying to reach. This should include basic demographic information as well market area: local, regional or worldwide.)

Who are your competitors? (Please indicate the company name and web site address if available.)

Name

Website

Name	Website
_____	_____
_____	_____
_____	_____

What makes your product(s) and/or service(s) unique compared to others?

What do you offer that your competitors do not?



4. Purpose of the Website

To succeed, a website must be a carefully targeted, wisely-designed, tool which adds to the bottom line. To achieve this you need to ask: What is the purpose of our website? What do you want the website to do for your company? What would you like visitors to get out of your website?

Please rate the importance of the following possible goals and objectives to your company.

Rating				Goal / Objective
HIGH	MED	LOW	N/A	
				Solicit new customer relationships
				Strengthen current customer relationships
				Encourage customers to contact us / visit our place of business
				Strengthen brand recognition/identification or create awareness
				Sell products/services directly over the Internet
				Provide product or service information
				Provide product or service pricing information
				Provide special offers / promotions for products or services
				Provide general company information
				Provide pre-sales information
				Provide post-sales customer support
				Develop a list of clients/prospects
				Other (please explain):

5. Page Design & Colours

Choosing your website colours is not unlike choosing colours and graphics for a print campaign and should be similar to that to keep branding intact. Simplicity, cross-browser use, and restrained use of flash are the hallmarks of good web design. Use of what's called white space applies in web design as well as print. Avoid clutter!

- We have a corporate identity program that features specific colour/colour schemes which we need to incorporate into the website and know the exact colors are as follows:
(Please provide their RGB or hexadecimal values.)
-
- We do not have a strict corporate identity program but do want to incorporate the following colour/colour schemes into the website:
-
- We do not have any specific colour/colour schemes in mind and are open to creative input from the inQuis design team (subject to our final approval).
-



Admired websites:

So that we may get a feel for your tastes and expectations, please provide the website address (e.g. www.greatsite.ca) of any websites you admire.

www. _____

Comments: _____

www. _____

Comments: _____

www. _____

Comments: _____

www. _____

Comments: _____

There many add-on features available to enhance your website for an additional charge. The inQuis design team will discuss these options with you when we build your website layout. Please indicate below which if any of these add-on features you are considering including in your website.

- Flash animation / effects / menu
- Shockwave animation
- Sound (e.g. MIDI background music, streaming Real Audio for music or voice)
- Site search
- Photo / Art gallery
- Poll / Survey
- Event calendar
- Custom artwork or logo design
- PDF documents
- Mailing lists
- Forms (e.g. Request for information)
- Multiple user logon (to restrict portions of the website)



6. Images – Graphics & Photographs

Graphics and photographs will add interest and variety to your website. However, they can slow down the page loading and should be used sparingly or where a visitor will expect to wait (such as when viewing products).

We'll be glad to help you choose already existing photographs or take new ones. All images will be digitally prepared for the web to assure the highest quality. Our standard website design includes three graphics or photographs per page. (Your logo is counted as one of these graphics). Prepping and adding additional photos may incur additional costs.

We will provide the photographs and/or graphics needed.

If you have photographs that you would like to be used on your website, please send digital files or actual lab produced photographs. We recommend digital photographs as scanning may result in extra charges. Please be sure you are the copyright holder on the photographs and/or graphics or you have permission from the copyright owner.

We would like inQuis to shoot photographs for us.

We are happy to shoot new photographs for usage on your site if you are in our local area. We will only charge our standard hourly rate and there will be no additional usage fee. Please refer to the inQuis [Services & Rates Sheet](#) (inQuis does retain the copyright on all images they shoot.)

We prefer to use Stock images.

Sometimes a project can best be served (economically) by using stock photography. There are numerous great on-line stock photography agencies out there who provide images for an additional fee. Searching for the right stock images will be part of our design process.

Note: If you are sending your logo in digital format or taking digital photographs, please make sure to send a high resolution, graphics quality file format (e.g. .jpg, .tif, .psd).

7. Content

Unlike many design firms today, we at inQuis believe that successful design relies on effective communication. And when it comes to website design, a picture is not always worth a thousand words. The content is as much a part of the user interface as the colors, the graphics, and all the other stuff that designers are usually concerned with. We might build you a perfect website but, without strategically targeted content, the site would not reach its full potential.

That said, no one knows your business as well as you do. It is essential to the success of your website that you provide as much of the content as possible. We will then take over and fine tune the supplied text, capturing what makes your business unique and translating it into copy that persuades with power and conviction.

It is our experience that clients have a considerable amount of work to do in preparing their content. To assist you in this task, we have put together the inQuis [WebDev Content Worksheet](#).

- Please use a separate file for each web page.
- We prefer Microsoft Word format, though we can convert a wide variety of file types.
- Scanning of paper is possible but can add dramatically to your cost.
- Spell checking is automatically included in any work we do for you.
- Each page should be a maximum of approximately 1000 words.



8. Site Hosting and Domain Names

Hosting

You will need a web host provider for your website. A web host provider is a company who rents out web space and bandwidth to those who wish to publish a web site.

inQuis offers affordable, customised, and managed, web hosting packages for each of our clients. Why pay for applications and services that you aren't using or don't need? We handle all of the server-side details for you, so you can take care of your business. For hosting plan pricing, please refer to the inQuis [Services and Rates Sheet](#).

Please note that you are under no obligation to host with us in order for us to design your website, but we can provide this service for you if you need it. We are pleased to work with the hosting service you already use, as long as they provide the services one should reasonably expect of a web hosting company.

- We need a hosting provider and wish to use the inQuis Services

We encourage you to review the inQuis [Services and Rates Sheet](#) to familiarise yourself with the various packages and prices we offer. However, we suggest deferring final selection until we have completed your website design as its final size can impact upon your needs in a hosting package.

- We have a host provider. If so, please provide the following:

Host name: _____

Hosts website address: www._____

Your login username: _____

Your password: _____

(This information is required in order to publish your website, and will be kept in the strictest confidence.)

Domain Name Registration

Your domain name (often referred to as your address, e.g. www.yourcompanyname.com) needs to be registered before you can use it and before we can publish your website.

- We have already registered a domain name.

Domain Name: _____

If you do not already have a registered domain name, inQuis Services offers affordable, domain name registration for our client's convenience. For pricing details, please refer to the inQuis [Services and Rates Sheet](#).

- We have NOT registered a domain name and would like the assistance of the inQuis Services in selecting and obtaining one.



9. Marketing & Search Engine Optimisation

Marketing on the web is just as fraught with problems and decisions and even cost as your local marketing campaign. There are free or low-cost avenues, but there are costly ways to advertise as well. If you wish to consider paid options, we would be happy to discuss them with you but they can not be accurately estimated ahead of time.

As part of the design process, we optimise your website for the search engines. It is essential that you be involved in the process, as no one knows your business better than you. If your time is too short we can handle this alone, but it's always better when the client is involved in this process.

Included in the inQuis [WebDev Content Worksheet](#) is a section asking you to list 25 to 50 key words that are relevant to your business. We will work with you to then carefully construct a 25-word sentence containing the most important keywords. Once your website has been created, final payment has been received, and it is ready to be published we will submit your information to various search engines to 'register' your website.

Information about number of visitors to your website can be obtained from statistics generated daily and reported through your cPanel (if you have chosen to host your site with our Services). We do not include page counters (aka hit counters) on our Standard Website Packages.

10. Maintenance

All inQuis WebDev design packages include minor updating over the first three (3) months of the contract. Minor changes are defined as being small changes to sentences or paragraphs, but does not include replacing a large amount of text with new text that will alter the page design layout; or any major page and design reconstruction; adding new pages, navigation structure changes, or correcting and repairing any attempted updates by client which have caused problems in the website after it was completed.

Changes requested by the client beyond those limits will be billed at our standard hourly rate unless covered by an inQuis [WebDev Maintenance Contract](#).

We guarantee our work. Any misspellings, incorrect information or text, and any non-working elements that we have caused will be fixed immediately if brought to our attention within the first three (3) months of contract completion.

Any subsequent problem after those three (3) months will be investigated and you will receive an estimate for the cost. Please note if you contract for maintenance with us, most problems will be handled within those parameters. Please understand that web pages are very complicated and a wide variety of problems can potentially occur as a result of third party action that we have no control over.



11. Estimates, Guarantees, and Procedures.

Package pricing is available for small static web pages but we discourage taking this route in general. We specialise in custom website design because we firmly believe that each design needs to be as unique as the company it represents and be flexible enough to meet your specific needs. We want to give you the best site we can for the least money. Some tasks can only be priced at an hourly rate and some tasks have standard fees.

We prefer to maintain a close working relationship with our clients. Your input and feedback on the design progress is indispensable. Periodically you will be provided with a link to a secure area on our servers to view completed or mocked up pages. Please realize this is just to make sure we are in agreement as to the look and feel of the design, these pages may not be technically usable and may contain mistakes.

Once you have completed this worksheet (and its associated documents) we will meet with you (if you are in our local area) or discuss the details with you over the phone. We will then provide you with a cost estimate based upon the information you have provided. Your estimate will be clear and as comprehensive as we can make it. Once we start on your project, you will be kept informed of any potential additional charges immediately.

We will then send you the inQuis WebDev Agreement which will include your cost estimate with the necessary revisions and should answer any questions you may have and explain procedures and due dates. We will begin work as soon as we receive the signed inQuis WebDev Agreement, WebDev Design Planning Package and a 50% deposit and have space in our schedule. Please remember, we are relying on you to furnish a variety of materials, you can make the process quicker and more efficient, and you can also delay it.

On behalf of my organization I approve the above plan which I have developed with inQuis WebDev Services to construct a website, and I authorize inQuis WebDev Services to use this WebDev Planning Worksheet as the basis of the project.

Client Signature

Date (dd/mm/yy)

inQuis Representative Signature

Date (dd/mm/yy)

