

CHNM Client Worksheet

We've put together this worksheet to help you give us the information that we need to design and develop a website that best serves your goals. By answering these questions, you will help us craft a solution that meets your needs and provides an effective site for end users.

The Basics

Is there an end date the project needs to be completed?

(e.g., end of grant period, public launch at conference)

Name two or three “peer” sites (sites with a similar audience, content, or purpose) and their web addresses. Please comment on the strengths and weaknesses of these sites:

Do you have a budget for purchase of imagery and fonts?

Do you have a final name for the website?

The Brand/Visual Identity

Please try to describe in as few sentences as possible the *feelings* you wish your site to evoke, and the *brand attributes* you want it to convey.

(e.g.: warmth, friendliness, reassurance, comfort, or excitement. Sample brand attributes might include caring, honesty, humor, professionalism, intelligence, technological savvy, sophistication, reliability, and trustworthiness.)

Audience

To the best of your ability try to describe the MAIN users of your site.

(e.g., **College teachers needing curriculum materials; historians needing a**

central information resource)

To the best of your ability, describe the SECONDARY users of your site. (e.g., Students doing research)

Why does your main target audience need this website? What results would indicate that the website is a success? (In other words, what are the GOALS of this website?)

Content and Features

How many sections will this website include?

How many different types of pages need to be designed? (For example, a Case Study page, a Primary Source page, an Advanced Search page, an Image Gallery page). Please list all the types of pages you will need.

Describe in detail the types of functional needs, such as plug-ins, upload capability, commenting capability, image cropping/sizing, that you will need.

Design

Describe the site's desired look and feel by using adjectives and short phrases. If you have examples of websites that match those adjectives, please list them.

(e.g.: Easy to look at, edgy, understated, classic, up-to-date, crisp, modern, traditional, warm and friendly, authoritative, etc.)

Please list some websites that you like and explain why. (For example, the color palette, the type of imagery used, how the navigation is handled.)

Additional Comments

We've tried to keep this worksheet as general as possible, but every project is unique. Here is your chance to add any extra information you think will be helpful. Some examples might include: Colors and types of images to avoid, type of navigation to use or avoid.

Keep the organizing model of the Val-Kill model i.e. ER's roles, but don't use the color scheme or design features.

Thank You!

Thank you for your effort and time. Please save this document as YourName.rtf and mail to sleon@gmu.edu