

Kool Kat Web Designs

The Client Worksheet



Please take the time to look over this worksheet. While it does not cover everything about your new website, it serves as a starting point discussing your website design needs.

Basic Information

What is the name of your company, your website and the current/intended web address?

Describe your company and the concept, product or service your site will provide.

When do you expect the project to start and when does it need to be completed?
Are there specific reasons for these dates?

Your budget dictates how much time we can devote to your website. What is the budget for this project?

Your Objectives

What are your main reasons for wanting a new website?

List the business objectives for your website in order of importance.

For example: improve sales, increase customer satisfaction, reduce time spent searching for information etc.

How will you know if the site is a success?

Current Site *(if you have one)*

What aspects of your current site work well and why are they successful?

What aspects of your current site are unsuccessful and why do you think that is?

If you update your current site using a content management system, please

describe the system and its main features. Are you happy with the system?

Your Audience

Describe the different types of visitors to your website in as much detail as possible.

How do you think your audience currently perceives your company?

Why will people use this kind of site?

Why will people choose your site over others?

What do you imagine people would want to do on your site?

Content and Design

Describe how you would like users to perceive the new site.

Please list the websites of competitors and organizations in a related field. What works? What doesn't?

List websites you like the visual design of and explain why.

Outline any ideas you may have for your site. How would these features support your business goals and the goals of your user?

If you need a content management system, please describe the features you would like.

Additional Comments

Please add any extra information you think will be helpful.