



*Purple Iris Studio, llc.*

*website design and graphic services*

www.purpleirisstudio.com

## Website Planning Worksheet

This questionnaire is designed to clarify your website requirements and get you thinking about what you want included. It will also provide a written record of your proposed website. Please review the following questions and complete those you feel apply. Make notes. We will discuss your needs and clarify any issues that are uncertain.

**Company/Organization Name:** \_\_\_\_\_

Date: \_\_\_\_\_

Contact Person: \_\_\_\_\_

Phone/email: \_\_\_\_\_

Desired launch date: \_\_\_\_\_

### 1. Purpose

You are creating a website for a reason, you want to fulfill specific purposes or needs. Describe your primary and secondary purposes. Place a "1" next to the most important function, and "2" beside the next most important, and so on. Leave those items blank which are not applicable or important to you.

- \_\_\_ To gain a **favorable impression** of your company or organization.
- \_\_\_ To **provide information** and a means of communicating **news** to your audience.
- \_\_\_ To develop a qualified **list of prospects**
- \_\_\_ To **sell products directly**
- \_\_\_ To encourage potential customers to **contact you** by phone, mail, or email.
- \_\_\_ To make available **product information and price lists**
- \_\_\_ To strengthen **brand identification**.
- \_\_\_ More \_\_\_\_\_

### 2. Site and Domain Names

Your website and domain name should reflect your company name as closely as possible.

Do you have a registered domain name (url)?

- If yes, enter here: http://\_\_\_\_\_
- If no, you will need to establish a domain name before website design can begin. The name you want may be taken, and an alternative will have to be selected. Make a list your preferences. We can research your potential name, or you can easily do this yourself.

\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

### 3. Logo, graphics, colors

Your website design will compliment your corporate/organization image.

Do you have a Company Logo? \_\_\_\_\_

- If Yes, please provide a color file, or a scannable color copy.
- If No, are you interested in developing a logo, or can your name or initials be used?

Do you have photos or graphics that can be used in your website? \_\_\_\_\_

**Note:** You cannot use photos or graphics taken from the internet (or any published material) without written consent from the owner. There are sources on the net with free, or very reasonably priced, photos. After we determine your needs, we can pursue this further.

Do you have photos of your products? \_\_\_\_\_

What colors are you currently using in your printed sales materials, logo, business cards, signage, or letterhead?

---

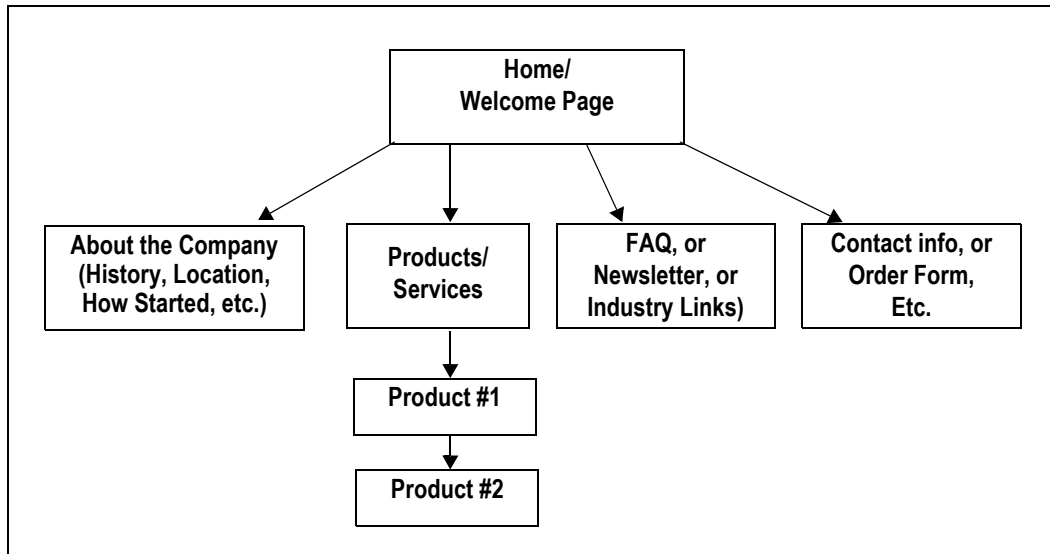
### 4. Site Organization

Your website will open to a 'Home' page or 'Welcome' page.

You can use your home page to describe your products or services to let your viewers know they are at the correct site. You can include testimonials here, or news about new products or events.

Secondary pages will depend on the purpose for your website. Look at the sample and think about how you want your viewers to see your information.

#### Sample Diagram:



## 5. Navigation System

Standard navigation systems included in the base price are used in the *Purple Iris Studio* site. They are completely customizable, using your colors, images, and font selection. Side menus (as found on the home page) can be on the left or right side.

List proposed navigation tab titles:

---

---

---

---

Custom navigation buttons (such as on the Richter Reflections site) can be built, but they will require extra time, which is billed separately.

Hypertext links will be in place connecting all related areas.

## 6. Content- what it's all about

The most important element of any website is content - it drives the design and dictates the navigation. And it is something only YOU can provide.

Start writing the copy for your site. This will help you clarify exactly what you want to say. It is necessary to have content before the site and headings can be designed. We will edit your words for maximum impact and clarity, so don't worry about the grammar - just let the ideas flow.

## 7. Let's talk

After you have reviewed these items and have a good idea of what you want on your website, it's time to talk. Or, if you have any questions, drop me an email. We can get together and discuss your project.

## Tips

Look for websites whose 'business' is similar to what you do, for example, if you are selling widgets, look for other widget related sites. Make a note of those sites you like, and also those you don't like. This will help me understand what you have in mind.

Your site can have a lot of copy on page 1 or just the basics of what you do (like Purple Iris). This is one reason to have your copy ideas prepared in advance. If you decide later to include testimonials or other information on page 1, it may require design changes, and the first rule with web creation is changes cost TIME. Once a design is approved and site construction begins, changes can have a ripple effect that may take hours to correct. This is why changes made after design approval may cost you extra.