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WEBPAGE PLANNING WORKSHEET

Congratulations! You've decided to put your business or organization online! Planning a website can oftentimes be a bit overwhelming, so here at Arctic Design Group we've created this Webpage Planning Worksheet to help guide you through the process. Proper planning will allow us to accurately assess your needs, saving you both time and money in the long run. Please fill out this worksheet in as much detail as you can, and if you have any questions, we are just a phone call or email away!

ONE: Contact Details

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Contact name:

Company or Organization Name:

Address:

Phone Number:

Cell Number:

Fax Number:

Email Address:

Existing Website (if any):

FIVE: Site Features

- | | | |
|---|--|---|
| <input type="checkbox"/> Contact Page | <input type="checkbox"/> Photo Gallery | <input type="checkbox"/> Secured Sections |
| <input type="checkbox"/> Location Map | <input type="checkbox"/> Flash Slideshow | <input type="checkbox"/> eCommerce |
| <input type="checkbox"/> FAQ (frequently asked questions) | <input type="checkbox"/> Online Forms | <input type="checkbox"/> Accept credit cards |
| <input type="checkbox"/> Contest, Giveaways, Coupons | <input type="checkbox"/> Surveys or questionnaires | <input type="checkbox"/> Testimonials |
| <input type="checkbox"/> PDF Newsletter | <input type="checkbox"/> Guest book | <input type="checkbox"/> Tracking/Counter |
| <input type="checkbox"/> PDF Forms | <input type="checkbox"/> Banner ads, or other advertisements | <input type="checkbox"/> Other - Please add your own: |
| <input type="checkbox"/> Articles, reports, manuals, etc. | <input type="checkbox"/> Log-in membership area | |

SIX: Site Feel

What is the overall feeling you want portrayed through the design of your website?

- | | | |
|---------------------------------------|--|--|
| <input type="checkbox"/> Conservative | <input type="checkbox"/> Children | <input type="checkbox"/> International |
| <input type="checkbox"/> Corporate | <input type="checkbox"/> High technology | <input type="checkbox"/> Rustic |
| <input type="checkbox"/> Artistic | <input type="checkbox"/> Family | <input type="checkbox"/> Nature |
| <input type="checkbox"/> Feminine | <input type="checkbox"/> Academic | <input type="checkbox"/> Other |
| <input type="checkbox"/> Friendly | <input type="checkbox"/> Fun | |

Are there any sample webpages whose layout particularly caught your eye?

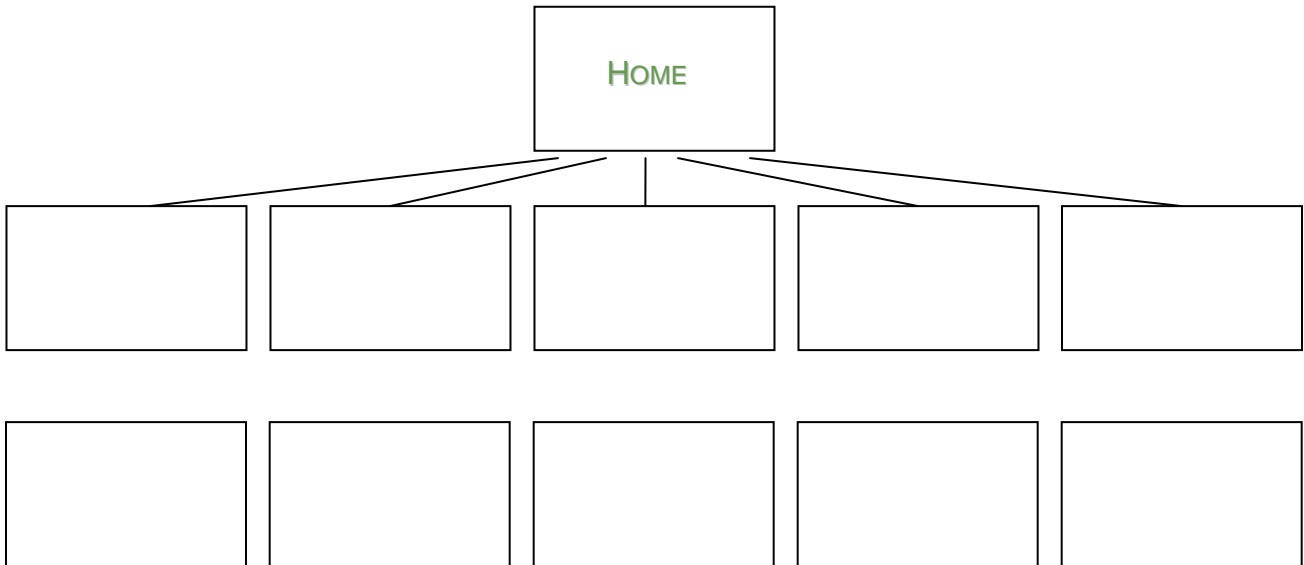
Seven: Website Color Scheme

What are your color preferences? Should they blend in with the company/organization logo?

Are there any sample webpages whose color scheme particularly caught your eye?

EIGHT: Site Organization

- Describe the main navigation labels for links to your pages using the flowchart below.
- Some common pages include "About Us," "Products and Services," "Photo Gallery," "Location," "Contact Us," etc. If the space provided is insufficient, please attach your own flowchart.



Total Number of Pages Decided Upon: _____

NOTES:

NINE: Content

Who will provide the logo for your website?

- I have an electronic version of our company logo
- I have a print version that can be scanned
- I don't need a logo
- I am having a logo developed by another company
- I would like Arctic Design Group to design a logo

How will images be provided for your site?

- I have digital photos I will email or send on a disc
- I have hard copies of pictures that I would like ADG to scan and optimize for the web
- I would like ADG to provide images
- I would like ADG to photograph our products and/or location

How will text be provided for your site?

- I have it all in a word document that I will provide
- I have it hand-written, and I would like ADG to make it web-ready
- I would like ADG to provide text

Do you have any catch phrases or slogans?

What contact information would you like available to everyone on your website?

- Phone number: _____
- Cell phone number: _____
- Fax number: _____
- Physical address: _____

- Mailing address: _____

- Email address: _____

TEN: Website Maintenance

After the website is completed, up and running, who will maintain and update the site?

- I would like ADG to be in charge of maintenance and updates
- I would like ADG to provide me with a class on how to do my own updates
- I will update the website on my own

What's Next?

After we receive this worksheet, we will go over all your information and contact you as soon as possible with a quote and timeline. In the meantime, use this worksheet to gather the materials necessary (pictures, quotes, text, etc.) to create your new website! And as always, we are here if you need us!

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