



## **Website Purpose**

1. Basic Overview
2. Primary Goal
3. Secondary Goals
4. Long Term Goals

## **General Information**

1. Company name and current (or intended) URL:
2. Summarize company industry, mission and brand:



### **Intended Audience/Desired Action**

1. Describe your targeted user. How old is the user and what does s/he do for a living? (Use as much detail as possible in profiling your target user/s.)
  
2. State the primary action of the user. (purchase product, subscribe newsletter)
  
3. Describe your company's unique selling proposition. What makes your company different than the competition?



## Perception

1. Describe how the user should perceive the site. (Ex: prestigious, friendly, corporate, fun, forward-thinking, innovative, cutting edge, etc.)
2. How is your company currently perceived offline? Do you wish to communicate the same brand message online?
3. How is your company different from competitors? Please list competitor URLs.
4. List any URLs of sites you find compelling. What specifically do you like about these sites?



## **Content/ Site Architecture / Design**

1. Define desired site sections: (Home, About Us, etc.)
  
2. Describe visual elements or content for the site. If these do not exist, describe the desired look and feel. (Logo, color scheme, navigation, naming conventions, etc. Research on Wordpress themes helps this process).



## Technology

1. Describe the ideal user experience on your site. What does the user do while visiting your site?
  
2. Are there specific technologies (Flash®, Video, Twitter, etc.) you would like to use in the site? How will these technologies enhance the user experience you've described?
  
3. Describe the desired administrative functions. (reports, user database, affiliate program, etc.) Be as detailed in the use of these functions as possible.  
Technology definitions are not important, unless you have current specifications.



### **Marketing/Updating**

1. How will people find out about your Web site?
2. Briefly, describe short-term marketing plans.
3. Who will update the site? How often will updates be required?

### **Additional Notes/Comments**

Please take as much space as you wish.

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