

Hyacinthz Basic Web Design Package

*up to 5 pages, 1-2 images per page(plus logo/header)

Planning Tool: Objectives & Theme

Goals & Objectives.

At the very least a web site serves as an online brochure, but it can do a lot more. What do you want to achieve with your site? How do you see it integrating with your current products, services and marketing activities? Check all of the following goals that apply:

To save time and print costs while providing customers easy access to information about your locations, hours, products/services and other company information.

To expand your market and customer base beyond your local geographical area.

To collect and store customer information in a database.

To sell directly from the site. If yes,

How many different products/item numbers will you sell? _____

Do you have a merchant account for accepting charge cards?

Does your product require shipping (as opposed to download)?

To facilitate discussion and awareness and/or provide information and resource materials.

discussion boards

articles/resource library

newsletters

polls, surveys

Other: _____

Users/Customers.

Who are your target audience?

The general public

Youth

Adults

Specific-issue populations

Professionals/Service Providers

The media

Other: _____

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How will your users use your site? How will it benefit them and keep them coming back? If you were a user, what would you be looking for from your site?

What do you want users to gain from your site? What info do you have on hand that can be reproduced on the web?

Look and feel.

Whatever else your web site achieves, it represents your business to the public. Ideally it should reflect your company's image and maintain a consistency to complement and extend your company's brand and other marketing materials. What adjectives would you use to describe your company (solid/traditional/formal; fresh/cutting edge/casual; etc.)?

Identify any of the following that your company utilizes in its current materials:

- color scheme: _____
- "theme:" _____
- font(s): _____
- other: _____

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The Competition.

Have you checked out your competitors' sites? How are others in your industry using the web? Checking out the competition can help you identify essential information to include and can generate a lot of ideas for your own site. If you've noticed sites – whether in your industry or not – that you particularly like, or that have features you'd like to incorporate, be sure to provide those links to us. Having concrete examples is very helpful and can streamline the development process.

Technical Stuff.

How do you intend to maintain your web site?

- In-house staff (What software will be used? _____)
- Will contract for maintenance & updates

If you have already registered a domain name, what is the url? _____

- Check here if you wish us to register and set up a domain for your site. List your desired domain name(s) below and we will check for availability:

Do you already have a web hosting service? Yes No

- If yes, do you wish us to handle the upload/set up of the site?