



# Website planning guide

Getting it right, first time

# Before we begin.....



## Welcome to F1 Design

We want to make you a website that you are happy with: A site that looks good and fulfils your needs.

A great website is the result of great planning. This document is designed to iron out any problems before we start making your new site.

By finding out what you want and need, we can make it happen.

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Please fill as much of this form as you can, it makes it easier to get in touch with you!

Your name:

Your company:

Phone number:

Email address:

Current website:

Your tagline:

What do you do?

# 1. What is your site for?



## The Big Picture.

This page is to let us know what you want and need from your new site or site redesign.

A website can be many things – a sales brochure, an online shop, a source of information or a way of collecting or storing information.

Do you want to;

- Talk to people?
- Sell people your services?
- Sell them your products?
- Create a community where people can interact?
- Show them your artwork?
- Enhance your business processes?

**To provide information**   
For example a charity site often raises awareness of their activities

**To sell a service**   
For example a lawyer or plumber will describe what they do

**To sell a product**   
Your site can act as an online sales brochure, e.g. for used cars

**Something interactive**   
A site where the users can interact, such as a forum or review site

**Showcase**   
A site to show off your artwork, music or pets

**Business related**   
A new way of working or providing your services online

**How will you measure if your site has been a success?**

## 2. Who is your site for?



### Who are they?

By knowing who is going to be using your site, we can customise it to appeal to them.

For example:

- What age group are your prospective users?
- Are they mainstream or alternative?
- Will your visitors be male, female or both?
- Are you dealing with mainly with individuals or businesses?

Up to 18

19-30

31-64

65+

Any age

Mainstream

Something different

Male

Female

Both

Individuals

Businesses

Notes:

### 3. How do you want your site to look?



#### Eye candy.

Please give us some website addresses of sites that you like and tell us why you like them. Alternatively, you can send us cards, magazine articles, photographs or anything else (within reason) that tells us what you want to see.

You can give us a selection of keywords that you feel represent what you are wanting to achieve with your site.

Words such as bright, funky, serious, snazzy, minimal, subtle, loud, professional or exciting help us to create the right mood for your site.

(You can also give us an example of a site that you hate, and tell us why...)

Website that we love:

www.

Because:

Website that we love:

www.

Because:

Website that we love:

www.

Because:

Keywords:

Boo! Website that we hate:

www.

Because:

## 4. Know your enemy.



### Features of your foes...

Show us your main competitors, and tell us what you like and dislike about their designs, features and overall impression.

- How easy is it to find what you are looking for?
- Do you like the image that the site projects?
- Does the site load fast?
- Is the text clear, professional and free from errors?
- Have you seen any cool features that you would like to incorporate into your new site?

Competitor's website:

www.

What we think of it:

Competitor's website:

www.

What we think of it:

Competitor's website:

www.

What we think of it:

Anything else we should know?

## 5. Finishing up

### What Now?

Just a few more questions and we are done.

Thank you for taking the time to fill in our questionnaire. Now pop this in the post.

F1 will now work out how to transform your wants and needs into a website: We will be in touch if we need any more information. We will get back to you within seven working days with a detailed quote.

When you are happy with your quote, we will arm our design team with crayons and unleash them to create your concept art, and your website is on the way to being born.

Anything we missed?

Please ignore the section below if the website sale has already been agreed

Your budget:

Your Timescale: