

# *Design by Wendy*

## Website Project Specification Requirements

The following information is generally required in order to create a viable bid on a web site project. Please understand that some of this information may not be applicable to your specific project. We ask that you provide enough information about your project to allow us to make educated estimates as to the amount of time and the level of work involved. This helps you by allowing us to generate a solid bid based on your known requirements, and allows us to anticipate our workload.

We understand that certain specifications may not be fully known prior to the start of a project, and that certain capabilities and specifications may change during the early course of a project. In such cases, a “best guess estimate” is appropriate. Our bidding process allows for some level of flexibility to absorb small changes during the early stages of most projects. However, it should be understood that major changes—including changes in project scope, drastic changes in the content and amount thereof, delays in the supply of content, and shortening of development and delivery timelines—once a project has begun may result in additional costs.

Below are the basic categories and subcategories of information we use when developing a project outline and bid. Wherever possible, please provide a detailed description, rather than a simple check-mark or Yes/No, this will assist us in better understanding your project needs. Feel free to attach drawings or additional pages.

### CONTACT INFORMATION

Company Name: \_\_\_\_\_

Mailing Address: \_\_\_\_\_

Contact Individual's Name: \_\_\_\_\_

Phone # for the Contact: \_\_\_\_\_ Fax # for the Contact: \_\_\_\_\_

Email Address for Contact: \_\_\_\_\_

Primary Contact for Technical Questions (if different from above): \_\_\_\_\_

Phone#: \_\_\_\_\_ Fax # \_\_\_\_\_

Email Address for Contact: \_\_\_\_\_

What is the approval chain for submitted project? How many levels and anticipated time necessary for sign-off at each stage?

### DOMAIN SET UP & HOSTING

1. Is this development for a new web site or for changes to an existing site?
2. If changes, what is the address (URL) of the current site? http:// \_\_\_\_\_
3. Is this to be a \_\_\_\_\_ business site or a \_\_\_\_\_ personal site?
4. Where is this site be hosted (maintained)? Your location, or an outside service provider?
5. Are you interested in Design by Wendy hosting your site?
6. If for an existing site, who is your webmaster (name, email, phone #)
7. On what type of server does or will your host provider serve your site? (if applicable)
  - UNIX
  - Linux
  - Macintosh
  - NT (version #) \_\_\_\_\_
8. If for a **new** site, do you wish to have us locate an appropriate service provider?

### SCOPE OF INVOLVEMENT

1. What is the scope of the involvement intended for our company (check those which apply):
  - Develop the entire project (design, graphics, content, programming, etc.)
  - Design/create the interface only for use with your supplied graphics and text
  - Redesign your existing site but use current materials (graphics redesign)
  - Redesign your existing site and add new functionality/materials
  - Create new materials (text or graphics) for use in an existing site architecture
  - Process and use your materials for use in an existing site
  - Perform a site design study prior to start of development. If so, to what level?
  - Other work

### VISION

1. Who is your target audience for this site?
2. Describe your basic vision of the site (Please provide a detailed description of the functionality, the user experience, interface look and feel, etc.)
3. What do you want the viewer to be able to do once they arrive at your site? (Just look around, download information, see videos, hear audio presentations, upload files to you, send emails to you, etc.) Please provide as much detail as you can think of.

### VISION (CONT.)

4. What does your audience need to know or do once they come to your site?
5. This site must accomplish *what* in order to be considered successful?
6. What is your company doing or will your company do to promote this site and to ensure that it accomplishes the above requirement?
7. What are the main “messages” you believe must be presented?

### DESIGN (Company Branding)

1. Do you have a company “look” (available art, logo, special colors. etc.) that you want to use, or do you wish to have a new “look” designed for this site?
2. Please describe the basic User Interface look you desire (or include URLs of sites you would like us to see as good examples of what you like or dislike).
3. If you wish to have Design by Wendy design a new look for the site, please describe what you would like to see, what PMS colors your company uses, what you DON'T want to see, etc.

### CONTENT

1. Do you currently know what major sections will comprise this site? If so, please list as many as you know (eg: Contact Us, Photo Gallery, About the Company, Products/Services, FAQ, etc.)
  
2. Does this project need to be developed in multiple languages for foreign markets? If so, which ones?
  
3. What is the basic content anticipated. Indicate how much of each type, please:
  - Text (# of physical pages...what format(s)?)
  - Still photographs (# and format(s))
  - Computer graphics (Existing... do you want us to design/create them?)
  - FLASH or Shockwave animations (number and length)
  - Video clips (how many...how much total time...what tape format?)
  - Audio clips (how many minutes...who writes script...male or female voice... professional talent or
  - company employee/executive?)
  - Other (describe)
  
4. What are the types of written content to be included in this site? Please estimate how much of each type.
  - Letters/documents \_\_\_\_\_
  - Marketing reports \_\_\_\_\_
  - Product spec sheets \_\_\_\_\_
  - Press releases \_\_\_\_\_
  - Contact information \_\_\_\_\_
  - Software for downloading \_\_\_\_\_
  - Other (specify please)
  
5. Will all your materials need to be accessed and read directly from the web pages, or will some of your materials be processed so they may be downloaded for later viewing and use (as PDF files)?
  
6. What graphic and text materials can be provided for use "as-is" by you, and what new materials will need to be created by Design by Wendy?
  
7. When will all your "provided" content be available?

### SPECIAL FEATURES

1. As you understand your audience, are they likely to have—or be willing to download and install—any of the recent plug-ins for such functionality as QuickTime movies, Adobe Acrobat documents, Java applets, Flash animation, etc?  
\*Use of the above can greatly assist in getting your message across, but requires availability on the user's systems. Newer browsers have many of these as standard install features while older browsers may require a brief download and install to take place. (Please call us if you have questions regarding this at 860.417.8337)
2. Does this site need to feature a secured area (password protected to limit access)?
3. What types of information will be available in the secured area?
4. Does this site need to offer discussion group capabilities? (Blog, Journal, Forums)

### E-COMMERCE

1. Does this site need to offer e-commerce capabilities?
2. If YES, please describe how you want the e-commerce to function?
3. If e-commerce is to be offered, how many different product categories and different items will this site support when it goes live?
4. How many might it grow/change to within the first 3-6 months of use?
5. How many might it grow/change to within the first 6-12 months of use?
6. If e-commerce, do you have a current credit card authorization company or merchant bank? Do they offer web commerce support? Who are they?

### FUNCTIONALITY

1. In order to provide the most consistent functionality, taking advantage of appropriate new web features, while maintaining compatibility with your projected audience, we need to develop your site to fully function to a minimum system and a minimum browser configuration. To what specifications should we design this site? It should work on... (check all that apply)

- Macintosh
- Windows PC
- Other (\_\_\_\_\_)
- 56K modem
- DSL/Cable
- T1 or Broadband
- 1024x768 screen
- 800x600 screen
- Other (\_\_\_\_\_)

2. What is the minimum browser capability to which this site must be compatible?

- Netscape 6
- Netscape 7x
- Opera 8
- Internet Explorer 5.5
- Internet Explorer 6x
- Firefox (version) \_\_\_\_\_
- Other (Please detail: \_\_\_\_\_)

\*NOTE: Internet Explorer and Netscape Navigator versions older than 5.0 (any 3.x or 4.x) are not compatible with most modern web (CSS, DHTML, XHTML) standards. Requests for compliance with these browsers will greatly limit the scope and functionality that can be placed on your web site.

3. Do you foresee the need for custom code (to create specific web 'applications' other than forms) to support the functionality of this site (Java Script, custom CGIs, PERL, etc.)? Can you describe?

### DATABASE

1. Does this site need to include a Search Engine? What type of searchability do you anticipate?
  - Search and query from a database
  - Simple word/phrase search capability
  - Other (describe please)
2. What level of query will be necessary? (Please detail on a separate sheet)
3. Will a database be provided or will we need to build it?
4. If you anticipate the need for a database, please describe how the database will be used to support site functionality.

### DATABASE (CONT.)

5. Do you require any special reply, information request, or order forms in this site? If YES, how many different forms, and what would be the basic intent and content of each?
6. How will you want the collected data from the form(s) to be utilized? Input to a database (does this already exist / in what application?)... should data be sent as an email to you or someone in your company...some other format or use of the data?

### TIMELINE

1. What is the development timeline; when would you be ready to start (including the date when will your materials be available) and when is the completed project due?

START ON: \_\_\_\_\_

COMPLETE BY: \_\_\_\_\_

2. Is there a date or special event that will drive the "opening" date for this site? If so, what is that date or event?
3. Consider how you want the site to appear on the Internet. Do you want the entire site to be finished and posted at one time or do you see this developed and posted in phases?
4. If this is to be a phased posting, please describe the types and amounts of information that you want to have up first.

### UPDATES

1. How often do you foresee the need to update/change the site? Daily, weekly, biweekly, monthly, quarterly, other?
2. To what level will the anticipated updates/additions be accomplished?
  - Simple text changes
  - Update photos
  - Entire page changes/deletions/additions
  - Entire new sections or deletion of old sections
  - Archiving old pages for downloading and adding replacement/new pages
  - Other (please describe)
3. Do you wish to perform updates yourself, or do you wish to have us bid to provide update services?

### SEARCH ENGINE OPTIMIZATION (SEO)

1. There are many web site listing and search engine services (such as Google and Yahoo). A number are free. We automatically list your finished site with the top 4-6 of these free services and search engines. However, the larger services (Yahoo, Google, MSN, Excite, etc.) also offer to charge a fee for priority indexing of your site within 48-72 hours. Do you want to use this expedited (for a fee) indexing service? (note: normal site submissions can take from 6-24 weeks before you site is indexed by the search sites)
2. Google offers a program called Google Ad Words which allows you to purchase low-cost advertising space along the right-hand column of the results pages. Would you be interested in such an advertising program?
3. Would you want to offer ad banner space to other advertisers on your site?

### EMAIL ADDRESSES

1. Sites generally include the ability to receive feedback via electronic mail. Approximately how many email addresses do you wish to link to from your web site? Do these email accounts exist today or will we need to work with your service provider to obtain email addresses for you?

Is there anything else you can describe about your visualization of this project that will help us understand what your company needs?

Save and print a copy for your records

Submit by fax: 860-618-0900

Submit by email: [wendy@designbywendy.com](mailto:wendy@designbywendy.com)