



**Toucan
Internet**

*Bespoke Web Development
& Process Automation*

New Website

– Design and Development Considerations



Whilst every website is different in design, who it serves, the accessibility needs, the search engine optimisation, the integration, the functionality and more, there are some fundamental questions that apply to everyone.

The following questions will help us understand you and the project ahead in greater depth and we've found it helps clients consider things that maybe have not yet been considered.

This is not a formal document, so fill in any notes as you think relevant. This PDF document can either be printed out and completed or your notes typed directly into the Notes section and saved.



Understanding You

- What do you do? - Please also include any relevant background.
- What are your values that relate to the business?
- Vision and Mission – do you have these as statements you can share with us?
- Strategy – how does the website fit within your bigger marketing and operational strategy?
- Visuals – do you have a visual identity that is well defined with logos, fonts and colours?
- Your Branding – how do you turn up to the outside world, what is your public face and tone of voice?

Notes:



Understanding Your Project

Fundamental raison d'être

The web development project needs to...
which will result in...

Generally, who is the website's target audience?

Who does the website serve in detail? Note there may be a number of visitor types for the website to satisfy, customers, prospective customers, suppliers, local community, regulatory authorities etc.

What is the website's purpose?

- To sell products?
- To promote services?
- To collect email addresses?
- To build a brand and community?
- To get people to contact you?
- As a public service?
- Other

Notes:

Blog

Do you intend including a Blog?

Accessibility

Does the website have to serve any particular group with special needs?

Search Engine Optimisation

Is search engine performance important to the success of the website? If so to what degree as different levels of engagement require different levels of resources during the build and post launch.

Updates

Will you want to update the site yourself? If so will that be all of it or just certain areas such as blogs, news and calendars?

eCommerce

Is this a full trading site, possibly with merchant services and integration with your accounts stock and client ledgers? Are products physical, digital or both? Please request our eCommerce checklist.

Integration, local

Do you envisage any "back office" integration with any of your systems such as project management systems, personal records etc?

Integration, remote

Do you envisage any integrations with remote resources such as MailChimp, Campaign Monitor, HubSpot, or any social media channels – feeds and shares, etc?

Guidance

Do you currently have a website that we will use as a starting point? If so, please advise the address?

Extent of the website

Any indication that you can give will be a help, this may be likely number of pages, the number of products in an eCommerce system.

Other

Is there anything else that is important to the success of your project?

Notes:



Expectations

- What websites do you admire or would like to emulate and why?
 - Do you have competitors who have impressive website?
Let us know the web addresses and why you admire them.
 - Any other websites you really like?
 - Any websites you don't like and why?
-



The Project Commercial Considerations

What budget range do you envisage will be available to produce this website and deliver the value you want?

What is the website timeline? It is frequently overlooked that the website is a collaboration between the design and development team. The projects with the best outcomes are the ones where there is good dialogue with all stake holders. Some projects require significant client involvement, especially if they choose to provide their own copy and load up many products to a new online shop.

Notes:

Supporting Services

Toucan Internet LLP is fully resourced and can provide these services as required, which may be of interest:

- Copywriting
- Photography
- Videography including post-production
- Aerial Photography
- Brand and Logo Development
- Email Services
- Email Security Services
- Web Hosting and Backup
- Graphics, Visuals and Infographics
- Domain Name Services
- Workflow Automation
- Design and Print
- Social Media - Strategy, Content and Engagement
- Search Engine Optimisation

Post launch:

- Security Updates
- Search Engine Marketing Review and Update
- Content Updates
- Training

Document prepared by Simon Thomas, founder of Toucan Internet LLP, providing bespoke web design and development with supporting services since 1995.

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