



Customer website requirements

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1. Introduction

This document is intended to help you structure your thoughts & expectations for your website. It's also the starting point of my website creation process. I use the information from this document as the basis for discussions with you to compile your full requirements, before responding to you with a proposal.

When you've completed the sections below, please send the document to me, either by email or post. All information will be treated as confidential, and I'll get back to you as quickly as possible.

If you have any queries at all, just contact me direct,

Nigel Marshall

2. Your business

Please describe your business	
Who are your customers?	
What are your products & services?	
Do you want to be able to sell your products online?	
Do you have an existing website? What's prompted you to enquire about a new website? (please give the web address)	
Please describe your other marketing & communications activity	
What are your computing & internet capabilities?	

3. Website features & content

3.1 General

What are your objectives & expectations of a website?	
Please describe the target audience for your website	
Is the content and material to be published (e.g. text, images, logos) already available, or does it require production?	
Do you need help writing the text for the website?	
How often would your website content be updated or added to? (e.g. new product or service, latest news, etc.)	

3.2 Specific

Please describe the specific items of information that you'd like to publish on your website

(e.g. "about us", description of products & services, images, latest news, contact page, enquiry form, map, downloadable documents, etc.)

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...continued (copy and repeat this page as many times as you like to cover the total number of pages required on your web site)

Please describe the specific items of information that you'd like to publish on your website (e.g. "about us", description of products & services, images, latest news, contact page, map, downloadable documents, etc.)	
8	
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4. Timescale

<p>What is the target launch date for your website?</p>	
<p>When would your content be available?</p> <p>(please list each item if possible)</p>	
<p>Over time, what changes to your business would need to be reflected in your website?</p> <p>(e.g. seasonal business, marketing campaigns, special offers, price changes, product changes, or other announcements,)</p>	

5. Design & impact

<p>Please describe (or attach to an email) any existing corporate branding</p> <p>(e.g. colours, designs, logos, “house style”)</p>	
<p>What existing printed media does your business have?</p> <p>(e.g. brochure, stationery, signage)</p>	
<p>Please list any websites you admire and give the reasons you like them</p>	
<p>Please list the website addresses of your main competitors</p>	
<p>What would you like website visitors to think about your business?</p>	
<p>What actions do you want visitors to your website to take?</p>	

6. Web technology requirements

<p>Apart from you, is there anyone else who needs to be involved in the project?</p>	
<p>Are you able to review work and respond quickly during the production of your website?</p>	
<p>Do you already have a supplier for website hosting and email?</p>	
<p>Have you already registered your domain names? (please list them)</p>	
<p>Who would be responsible for maintaining your website?</p>	

7. Your Budget

Do you have a development budget for your website?	
How have you arrived at this amount? eg. Sum set aside within advertising budget.	

8. Your contact details

your name:	
company:	
email address:	
telephone number:	
date:	
Preferred contact email / telephone	

9. My contact details

If you would like to discuss your requirements, or just have a general chat, please contact me:-

web:	www.thehoneystore.co.uk
email address: Alternative email:	nigel@thehoneystore.co.uk njmarshall13@btinternet.com
postal:	46 Waveney Close Wells-next-the-Sea Norfolk NR23 1HT
telephone number:	+44 (0)1328 710014

Once you have completed this form, save it, then take a break – have a cup of tea or coffee, then read over your responses and make sure you have added as much information as possible.

Then email it back to me at : nigel@thehoneystore.co.uk

Or by post to:

46 Waveney Close
Wells-next-the-Sea
Norfolk
NR23 1HT

I will confirm receipt within 48 hours by email

Thank you.

Nigel