Creative Daze Designs

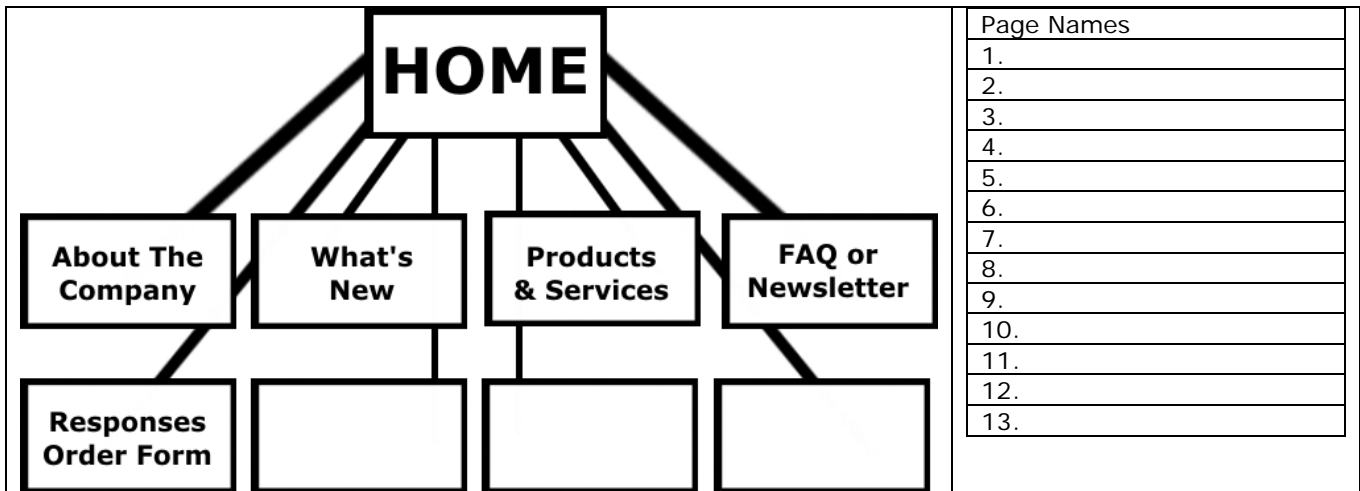# Website Planning Worksheet

Organization / Company Name: _____

This worksheet is designed to help Creative Daze understand your needs and wants. With out a completed worksheet we may not be able to provide you with the product that you would be pleased with. This work sheet also allows us to determine how many hours your site will take to complete and to set a completion date.

1. Purpose: Give the most important purpose a "1", next most important a "2". Leave those blank which do not interest you at all.

    __ To gain a favorable impression of the company or organization.
    __ To develop a qualified list of prospects
    __ To sell products directly taking credit card information over the Internet
    __ To encourage potential customers to contact us by phone or mail to consummate a sale.
    __ To make available product information and price lists to distributors.
    __ To make available product information and price lists to customers.
    __ To strengthen brand identification.
    __ Other _____

2. Site Organization: Please label pages you desire and cross out the rest.

Page Names
1.
2.
3.
4.
5.
6.
7.
8.
9.
10.
11.
12.
13.

3. Site and Domain Names:
Site Name on Masthead: _____

Domain Name It must be registered through your web hosting service and approved by a domain registration service before you can use it. You may check the availability of your domain name at Network Solutions (http://www.networksolutions.com)

Domain name _____Desired ___Already Registered

4. General Theme / Over All Look: This is the hardest part of the design process. To help insure that Creative Daze Designs, designs the look that you want, I have developed some demonstration themes, site template, and questions that provide useful making sure we are on the same page in the design process.

On the Free graphics section of Creative Daze Designs web site at www.catheletts.com/Daze/graphics.htm is several web page themes. Please look through the themes and answer the question below. *(Note: Each theme has a number to help identify the theme. Ratings (1) liked a little (2) liked (3) it is great (4) needs some tweaks and it would be perfect (5) Can't wait for it to have my name on it.)*

1. Favorite theme? _____ Theme Rating 1-5? _____

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What would you change? _____

2. Favorite color theme? _____ Color Rating 1-5? _____

What would you change? _____

3. Favorite layout theme? _____ Layout Rating 1-5? _____

What would you change? _____

Other Site Layout or design you like besides one show on Creative Daze's website: (web address)

_____

_____

5. Basic Page Elements: These are the important items, which appear on every web page on your site (except the "home" page).

- **Page titles** which show at top of Web browser only
- **Top-of-page graphic** based on the design of the masthead graphic
- **Page Title** in larger type. Heading Font Style: _____
- **Text**. Body Font Style: _____
- **Navigation System**
- **Standard company ID** near bottom of page
- **E-mail response link** to the following e-mail address: _____
- **Copyright and trademark information** in small print at the bottom of every page. What registered trademarks, trademarks, and service marks does your company want to indicate here?

Do you have any trademarks or service marks? If so, please list them here and indicate which are registered trademarks.

6. Masthead Graphic: It is very helpful if you will include a copy of your company's letterhead, brochures, catalog, etc. so we can see how you present your company image.

__ Company Logo incorporated in the masthead graphic? If so, please enclose a color copy.
__ Photo or drawing of product?
__ Typeface preference _____
__ Preferred colors in palette (PMS colors?) _____
__ Other ideas _____

7. Color and Accents: For the most part, we recommend a white background for best readability and contrast, with a band of color or a pattern running down the left margin or the top of the web page.

Your preference
Background Color? _____ Text Color? _____

8. Navigation System: The navigation system on a standard website includes, Links from the front page and sectional pages to every page in the system to enable Web search engines to "spider" and index content on every page. Theses links can appear in several different fashions such as:

- **Text Links:** Is a simple word that linked to another page. Recommended for site with more than 10 page links. When using a text link the text link is made in 3 different colors on for non-visited links, visited links, and active links
- **Bullet Links:** An Image designed bullet to place next to the page name that you client would uses to visit that page. Often used to avoid changing the color of the text.
- **Bullet Link Rollover:** The same as a normal bullet link however when a cursor is dragged over it the image will change to indicate the link better than a standard bullet.
- **Button Image Link**: Image that has text with the page name on it that links to a page in the site. Button Image Links take more time to build.
- **Button Image Rollover Links:** Same as Button Image link, however when the cursor is dragged over it the image or text color will change to indicate the link better. This type of button takes even longer to make and is not recommend for site with a large number of pages.
- **Search Engine** is useful on larger sites of 20+ pages to help visitors quickly find what they're looking for.

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The links may appear in several different areas on the web page, such as; top, bottom, right left and sometimes even randomly throughout the page. The random placement is discouraged against unless your site is very artistically designed and statically placed.

Type of navigation system you would like? check one

☐	Link on Top	☐	Text Links Color _____
☐	Links on Bottom	☐	Bullet Link
☐	Links on Right	☐	Bullet Link Rollover
☐	Links on Left	☐	Button Image Link
☐	Random Placement	☐	Button Image Rollover Link
☐	Search Engine		

Type of Image or Bullet? _____

9. Photos, Graphics, Animations, Sound, and Video
Our contract includes a statement that you own the copyright to, or have permission from the copyright owner to use any photos or graphics you send us.

- **Clipart** tends to look a bit tacky on websites. We recommend photos.
- **Photos** you supply either by sending the photos themselves for us to scan and return, or by sending the digitized images on a diskette.
- **Stock photos** obtained from Photodisc (http://www.photodisc.com), Corel (http://commerce.corel.com), or PictureQuest (http://www.picturequest.com/). (You write down the photo number and inform us of your choices, and which page each photo goes on. We can help you select the photos, but we would need to bill you for our time at our hourly rate.)
- **Sound**, either MIDI musical background or streaming Real Audio for music or voice.
- **Animated GIF images**. High quality photo images are available from PhotoDisc (http://www.photodisc.com) and other sources. We can also make animations for an extra charge.
- **Shockwave Animations**
- **Video clips**

10. Response Forms
What is the purpose of your response form?

__ Guest book for visitors to record comments
__ Request for information
__ Survey of customer preferences

Note: We do not set up sites that use the response form as an order form, since these require secure servers, and secure order pick-up.

11. Web Hosting Service:
11. Web Hosting Service: We are not in the web hosting business. We recommend to our clients web hosting services tailored to their specific needs. We've worked with dozens of hosting services -- the good, the bad, and the ugly. We usually do not recommend hosting on your local dial-up ISP, since they too often are not well prepared to meet specialized business site hosting needs. Their main business is usually dial-up access, and hosting is only a sideline for them. Please let us recommend a Web host service for you. We require cgi-bin access and FTP access, and strongly recommend telnet access. Our no-extra-cost response form also requires a Unix system with Perl language available.

Web Hosting Service: _____
Phone: _____
E-mail for support or help: _____

12. Registering and Advertising Your Website: We are not a search engine registration company or a website promotion company. We recommend to our clients submission services tailored to their specific needs and may help set up an account with them. From time to time we may help you submit your site through a free service however we guarantee no results from those services.

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Beside search engine registration there are several additional things that you, creative Daze Designs and/or another company can do to generate additional traffic to your web site. Such as;

- Giving customers a good reason to come by offering them something
- Finding industry-wide linking pages and negotiating reciprocal links to and from their web pages.
- Purchasing web advertising (pay per click, search engine positioning, banner ads programs)
- Becoming active in several of the thousands of Internet news groups and mailing lists
- Developing a "signature" mini-ad attached to all your e-mail messages
- Making your website part of one or more of the many "malls."
- Including your e-mail and Web addresses on all your company's print literature, stationery, and display advertising
- E-mail newsletters
- Become part of a web ring

Does your ISP Offer search engine Registration? _____

Would you like me to submit the site once it is complete through your ISP? _____

Would you like to purchase search engine registration or advertisement? _____

With Whom? Do we need to help you to submit the site? _____

Other web site marketing you would like to do? _____

_____

Do you want Creative Daze to do this for you? _____

13. Website Statistics: Information about number of visitors to your website can usually be obtained from your Internet Service Provider (ISP). However if that your ISP does not provided these statistics there are various services that do. Often time you can set up a free services for such statistics, though these are not often as detailed as the ones that the ISP provides. One very well know free services is www.SiteMeter.com, you may also pay to upgrade the account for more detailed information. With this service a prewritten script that needs to be installed on your website when it is being built. We can set this up for you.

Does you ISP provide Website statistics? _____If No, would you like Creative Daze to help set you up a Free account with sitemeter? _____ *(You may upgrade the account at any time for a fee charged by Site Meter)*

Before doing this we work with you to get 50 to 100 keywords and a carefully constructed 25-word sentence contain the most important keywords.

14. Maintenance: All maintenance and update of the web site will be billed on an hourly bases, at a flat fee of _____, as per the "Website Design Contract".

Do you expect bases changes to be made? _____If yes, What?_____ How Often? _____

16. Completion Date: This is the date that the site will be online and viewable by the public.
What date would you like it completed by? _____

17. Worksheet Check List: These are the items that will make up the package you'll be submitting to us:
- **Website Design Contract**
- **Website Content Worksheet**
- **Website Text:** Preferably on a diskette formatted for *Word for Windows*, *Word Perfect* [5.1, 6.0+], or other word processor. We can translate from most word processor formats with ease.
- **Website Photos or Graphics** to be included. You may send graphics and photos, which we can scan into electronic form. Even better, send us a diskette or ZIP disk with your graphics in any popular PC format, such as GIF, JPEG, BMP, EPS, CDR, PCX, etc.). If these are in Mac format, make sure each picture has a 3-digit extension, such as .jpg to indicate the format in which it is given. **Including your company logo** (if any), and tell us the PMS color.
- **Samples of your printed materials** -- brochures, letterheads, cards, booklets, etc. -- so we can see how you present your company image.

- **Check** for at least 50% of the total.
- You may send your package to Stacy Swoveland, Creative Daze Designs to 2124 S Tyler, Joplin, MO 64801.

May we include a link at the bottom of the welcome page, which reads "Website Designed with Care by Creative Daze Designs"? (You are under no obligation to say yes.) ___Yes ___No

18. Worksheet Agreement

I have filled out the above information to the best of abilities. I understand the above website plan will be used by Creative Daze Designs to design and build the website. I also understand that deviation from the web site plan may result in additional hours that Creative Daze Designs may need to invest in the building and designing the site, which means more money.

On behalf of the client (authorized signature):

_____ Date _____

Creative Daze Designs agrees to stick to the Worksheet as close as possible to insure they provide the customer with a website that fits the clients needs and wants. Creative Daze Designs has set a completion date of: _____ and estate the site to take approximately _____ hours to complete. Resulting in the clients paying Creative Daze Designs $_____.

On behalf of Creative Daze Designs (authorized signature)

_____ Date _____