

MAIN DETAILS

Website name

Domain

Formal company name

Contact

Project schedule

Number of languages for the website

Budget

Company description

About the industry

My biggest competitor

Other competitors

GOALS

- Sharing info
 - Contact
 - Display window
 - Store
 - Online service
 - Publishing
 - Courses
 - Creating community
 - Advertising
 - Blog
 - Other
-

What we want the user to do while visiting our website

**Where do we want them to go next?
facebook? contact us? cart? other?**

Then - What should be the CALL TO ACTION on the website?

Company uniqueness, strengths and values?

The product we want to sell

The Product's main dvantages

What are the benefits for the client while visiting our website

TARGET AUDIENCE

What kind of people visit the site? Age, gender, lifestyle, hobbies, slang socioeconomic status, place of residence

What other interests do they have?

What does the wish to see?

What is their need when they get to the site?

FAQ from the clients?

What do we want the target audience to remember after visiting the site?

Keywords that the target audience is looking for

CONTENT AND DESIGN

- Make sure to send logos, images and exact color values of the brand

The main and vital topic
of the website

Secondary topics _____

References to other
websites that I liked

Special challenges for the target audience: (accessibility / lack of time / other?)

ACROSS THE WEBSITE

Pages that HAVE TO appear in the main menu

On the footer

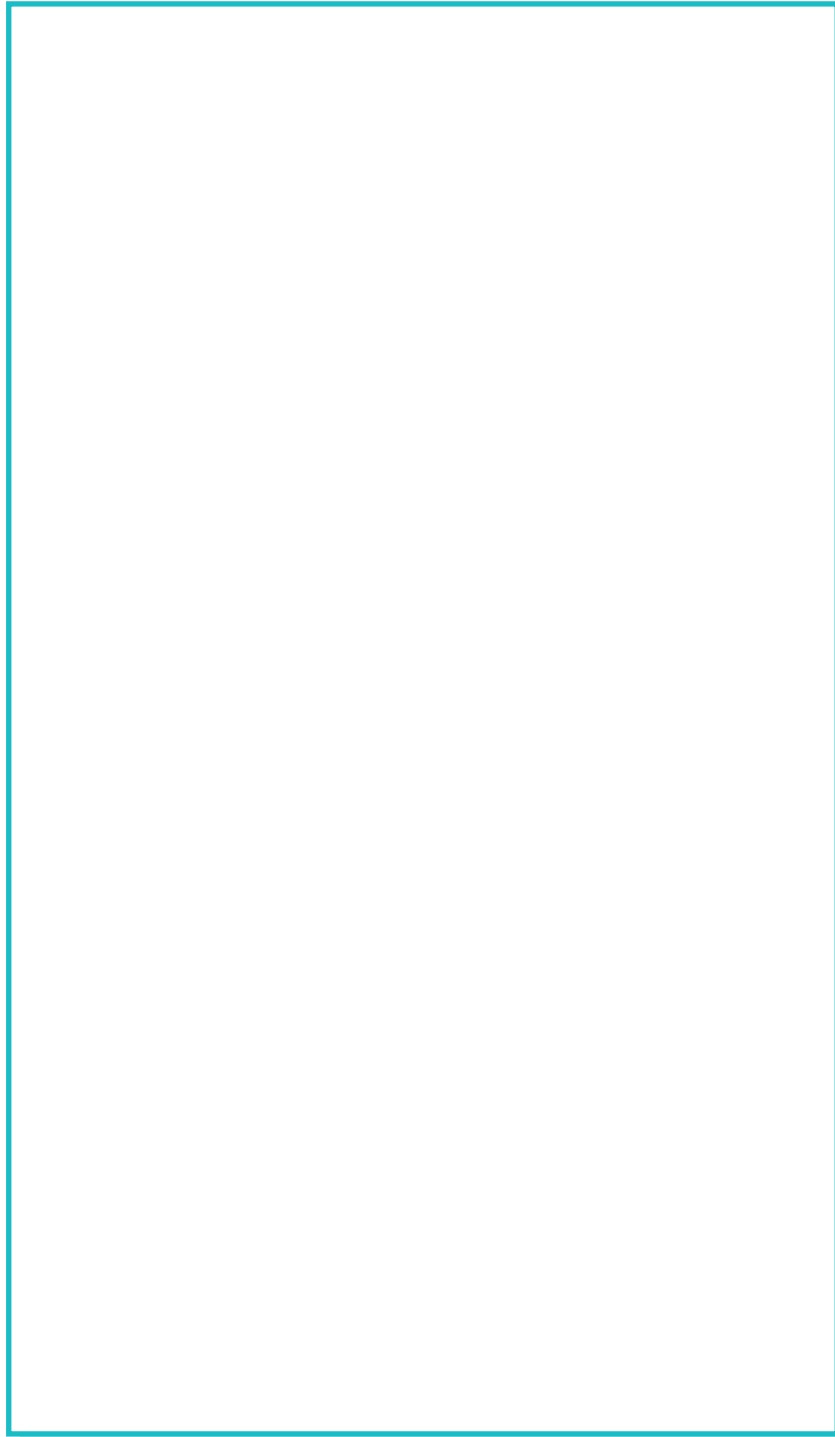


On the sidebar _____

Other design highlights

HOMEPAGE

The home page will include references to pages:



- search bar
- image
- video
- podcast
- other media
- gallery
- title
- text
- registration
- form
- login / register
- testimonials
- download
- article
- button
- google map
- icons
- products/cart
- blog posts
- comment space
- countdown
- contact
- details
- star rating
- sale
- ad
- call to action
- share buttons

Page name:
under page:

Page name:
under page:

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under page:

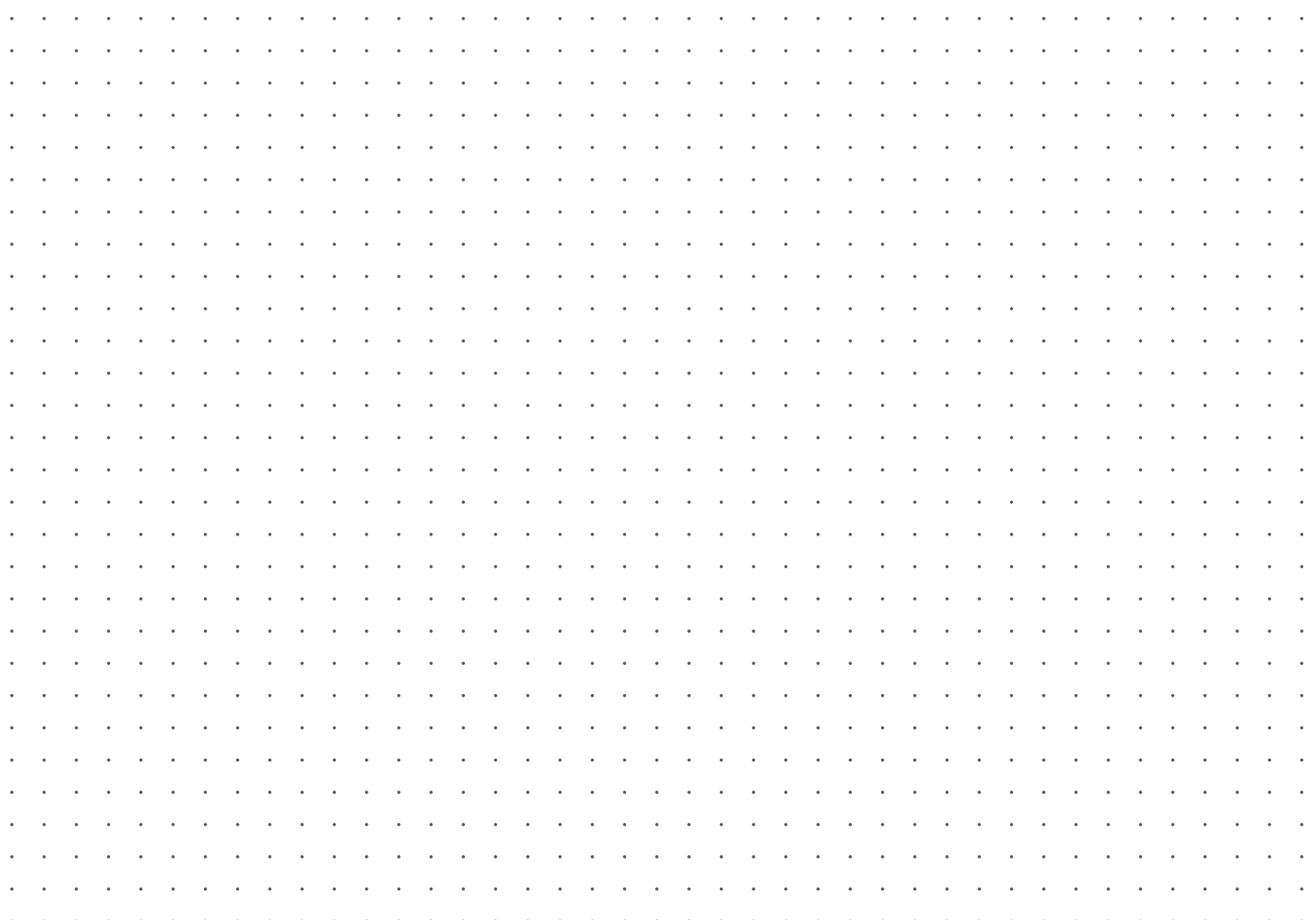
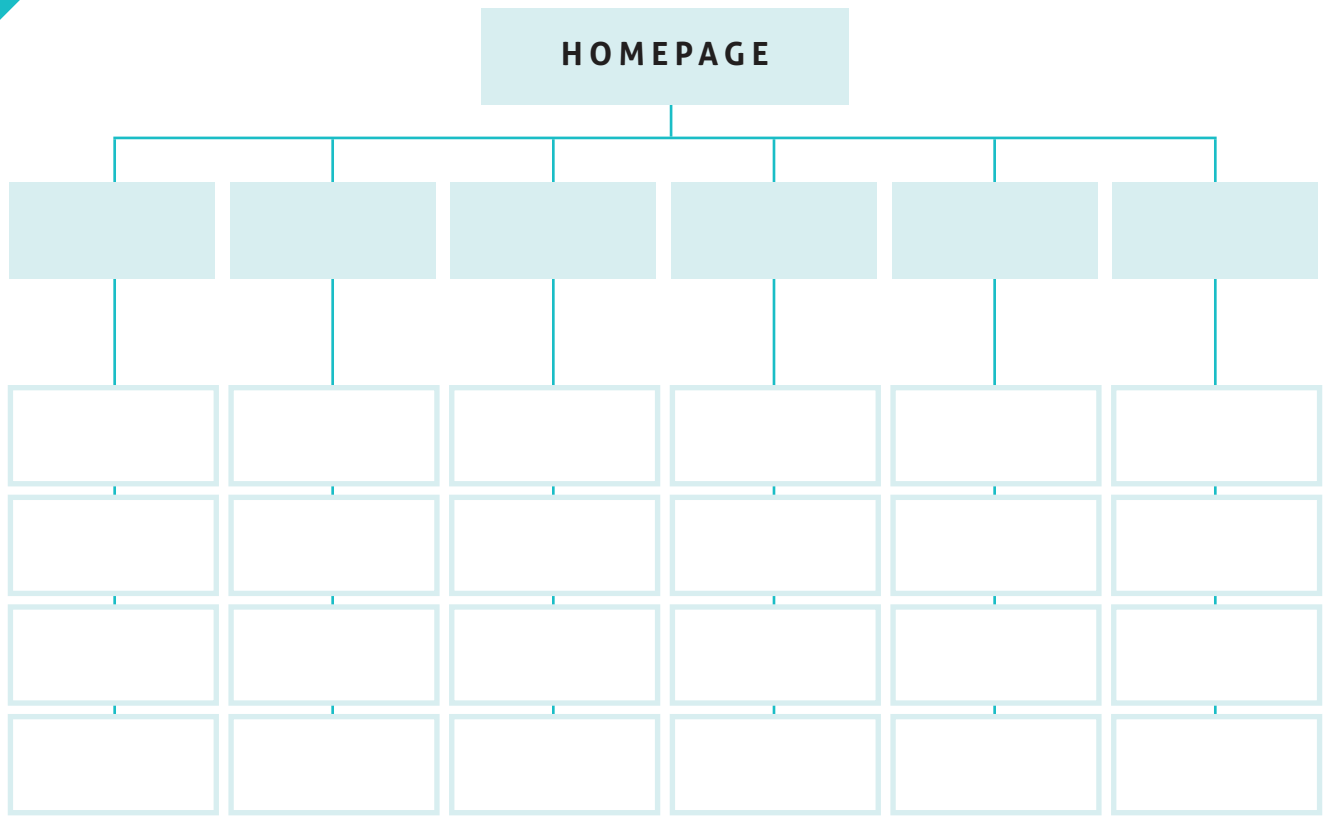
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WEBSITE FLOW / FUNNEL



NOTES