



McHale Creative

## Creative Worksheet for Web Site Redesign

Date: \_\_\_\_\_

Client: \_\_\_\_\_

### A. OBJECTIVE

1. What do you want to accomplish with the web site redesign? What are your specific goals?

2. Which of the following are important to you:

- Developing a web strategy that supports your corporate and/or marketing strategy
- Repurposing existing content (such as brochures, data sheets)
- Creating a community of dedicated repeat visitors
- Quality execution (graphics, writing, navigation, etc.)
- Ease of maintenance
- Ability to make changes in-house
- Doing better than your competitors on the Web
- Demonstrating that you know the Web and use it appropriately

3. How do you currently promote your site and encourage people to visit it?

## **B. TARGET AUDIENCE**

1. How do you currently get your patients/clients? How do they learn about you?
  
  
  
  
  
  
  
  
  
2. What types of visitors do you want to attract to your site? Describe your ideal visitor(s).
  
  
  
  
  
  
  
  
  
3. What are the main concerns of your target audience?
  
  
  
  
  
  
  
  
  
4. How does your web site currently address those concerns?
  
  
  
  
  
  
  
  
  
5. What does your web site currently offer that is of value to visitors?
  
  
  
  
  
  
  
  
  
6. What additional content can you add to your web site to provide even more value to visitors?



3. Secondary benefits: What are the other selling points of your company/practice?

4. How would you describe your company's personality? Compared to the competition?

5. What key message(s) do you want visitors to take away from the site?

6. What action do you want from visitors to the site?

## **E. CURRENT SITE ANALYSIS**

1. What do like about your current site? What is working well?

2. What do you want to change about your current site? What is not working?

## F. COMPARATIVE SITE TOUR

*(The more thought you can put into this section, the more your site will benefit.)*

1. Please list your favorite web sites and their urls. What do you like about them?

2. Please list the urls of your competitors' web sites. What do you think is effective about each of their sites? What doesn't work well?

3. Please find and list the urls for some high-quality web sites that exemplify what you would like to see for your site in the following areas:

- appeal to same target group of customers
  
- colors, look-and-feel, user interface, layout
  
- size of site
  
- quality of content



6. Are there any design elements (logos, fonts, images, colors, etc.) that should be retained to maintain consistency in your corporate image?

7. Are there cultural factors that will affect the interface design (i.e., language issues, age level)?

8. Are there any legal issues that need to be considered when redesigning the site?

## **H. INFORMATION STRUCTURE / FUNCTIONALITY**

1. What are the major content areas (i.e., About the Company, Products/Services, Client List, Portfolio of Work, Contact Us. etc.) on your existing site.

- 1.
- 2.
- 3.
- 4.
- 5.

6.

7.

2. Under the major content areas, there are often sub-areas (i.e., under “About the Company,” could be history, management, press releases, licenses/patents held, etc.). Please list any sub-areas currently on your site.

3. What additions and/or changes, if any, do you want to make to the basic structure (main content areas and sub-areas)?

4. How often do you need to update the information on your site or add new information?

5. Do you want or need to be able to do this yourself in-house?



6. Do you want to collect data from visitors, for example by having them register to enter certain areas?

7. Do you want to have links to other sites? If so, which ones?

8. Please list any other special functional requirements for your site (such as, download areas, e-commerce shopping cart, registration forms, links to PDFs).

9. Who is currently hosting your web site?

10. What is the user name and password to access and upload files to your current site?

11. Are you happy with your current web hosting company and can they support your future requirements, or will you need to get a new one?

12. Who currently updates and maintains the site contents? And do you want them to continue to do so?

## **I. CONTACTS / APPROVALS**

1. Who is the reference source for further information on this project?
  
  
  
  
  
  
  
  
  
  
2. Who needs to approve the design and content for the web site redesign?
  
  
  
  
  
  
  
  
  
  
3. In scheduling approvals, on what dates will key people be unavailable?

## **J. SCHEDULE**

1. What is the desired completion date for this project?

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2. Are there any industry, client or product-release events to consider when scheduling this project?