

## Site Development

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Contact(s): \_\_\_\_\_

College/Dpt: \_\_\_\_\_

Phone: \_\_\_\_\_ Fax: \_\_\_\_\_ Email address: \_\_\_\_\_

Time table: \_\_\_\_\_

WWW URL (if any): \_\_\_\_\_

### 1. Define the scope of the project

- What do you want the site to do? Is there a site map, colour scheme ...?
- Goals
- Gather information about the organization, their target audience, competition research, budget analysis, understand time constraints, any anticipated maintenance requirements and identify the contact person.
- Descriptive domain name
- Define the audience
- Audience needs and wants
- Data capture
- Where will content come from?
- Who will update?
- How often will new data be added?
- What will you measure?
- How will these things be measured?
- Functions required (databases, downloads, ecommerce, etc); security issues; long term plan for the site
- Review and benchmark against competitors
- Benchmark against Web leaders