PSLWeb Project Requirements Document version 1.3

Project Name: _____
(this could be your business name, website name or any other suitable title).

Version: INITIAL 1.0

Do you have an existing website? **YES** / **NO**

If yes, site URL: HTTP://_____

What kind of project is this?: **New Site** / **Modification to Existing Site**

Website type required?: **Personal** / **Organisation** / **Business**

Your Name: _____

Address: _____

_____

_____

_____

Home Telephone: _____

Mobile Phone: _____

Email Address: _____

Which method do you wish to be contacted by: _____

_____

- Your website's business goals:

- Your perceived target audience (describe your typical visitor and what will they want to accomplish when they visit your site)?

- Describe your website's basic look and feel?
  - Are there similar websites you like/dislike?
  - Do you have any preferred colour schemes/layouts?
  - Do you have any preferences regarding the website's navigation?
  - Do you wish the web pages to be centred on the screen or left aligned?
  - Any other visuals?

- What functionality do you wish from your website?
    - Presenting information only?
    - Multimedia?
    - Guestbook?
    - Blog (Web Log)?
    - Message Board?
    - Member's only section?
    - Online purchases?
    - File uploads?
    - Mailing lists?
    - Site searches?
    - Anything else?

- What should the site accomplish and how should that be measured?

- How will you achieve this requirement (i.e. what do you plan to do to ensure the site accomplishes your targets)?

- What are the main (and secondary if applicable) content sections for the website?

- Roughly how many pages will be on the site?

- Are there any existing company standards to be applied to the site?
    - Company logo?
    - Company colour schemes?
    - Special fonts and styles?
    - Any special art or other considerations?

- Describe the various content types for the site and, for each type, whether this already exists or will need to be produced?
    - Web copy (all the text on the website)?
    - Photos and images?
    - Logos?
    - Flash animations?
    - Audio/video clips?
    - PDF Documents?
    - Any other?

_____

- Will the site use any special forms (for example, an application form) that need to be downloadable and/or printable from the website?

- Will the website collect any data from the web visitor?
  If so, is there any personal data to be collected?

- Are there any special requirements for particular programming languages, databases or other technologies?

- How do you envisage the website changing over time?
  - Over the next few months?
  - Over the next six months?
  - Over the next year?
  - Long term (over one year)?

- If applicable, what is the likely maintenance schedule (i.e. how often will the website content change: daily, weekly, monthly, yearly or ad hoc)?

- If applicable, what is the likely scope of those changes (e.g. just small text changes, e-commerce product changes, new images, new sections etc)?

- Do you wish to perform those updates yourself or contract PSLWeb for these services?

- Do you wish to participate in the Google Ad Words advertising campaign?

- Would you consider having banner advertising on your site?

- Who can/must approve this project both initially and throughout the lifecycle?

- Is there any specific start or end date for the project or any other drivers?

- Any other information?

Please send this form to: PSLWeb, 21 Cherrywood, Alpington, Norwich, Norfolk, NR14 7NJ, England.

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