

Website.planner

JetSetNet
www.jetsetnet.dk

page 1 of 4

Your name:

Current email:

Site name: (if new, some suggestions?)

Domain name: www.

Do you already own this domain?

Tell me about the product(s), activities or whatever the website is going to be about. Explain as fully as possible. NB: This is not a sales pitch - be honest and complete, including weaknesses and problems. Use as much space as needed and make a short story long - the more we know the better the website will be.

Your visitors: although a website can be seen by everyone, it is a good idea to design for a specific target audience. Your primary audience is the group that is most likely to seek out your site, to spend the longest time looking through your site, and to support your business (buy your products, attend your concerts, etc.).

You may also have a secondary target audience, perhaps journalists wanting to write about you or colleagues/employers wanting to evaluate your skill before hiring you for a project. Or if you sell two different kinds of products or services, your primary audience may be interested in one thing but you have a smaller area that is also important but attracts a different age- or cultural group. Describe your secondary group here.

If this makes sense to you, paint an imaginary portrait of your target visitor - perhaps even giving him or her a name. How old is he or she? What job do they have? Where do they live? Are they single, married, kids? What hobbies and activities do they have? Which newspapers do they read? etc. This helps throughout the design and testing phases since we can then ask ourselves how will Bob or Jane like this color or this style of writing or understand this menu structure and so on.

When a visitor comes to your website, what things do you imagine he or she will be able to do? Include everything you can think of. Time and expense constraints may ultimately limit this list, but it is better to think big and list everything you can imagine. What do you want them to **DO**, to **THINK**, to **FEEL**, to **SAY**. If relevant, answer this once for your primary audience or target visitor, and again for your secondary audience.

If you have a website already, describe what works/what you like and what doesn't work so well. If you are selling products, how many do you sell and to whom? What problems or complaints have you been experiencing?

What "Frequently Asked Questions" are you often asked? Are there aspects of your products or services confusing to people in some way - anything that needs to be communicated more efficiently?

Who are your competitors? Or if more applicable, who does the same kind of thing that you do? If possible list their websites here. For each, list the areas where you or your products are “better” and conversely where they are superior. For each of the above, what do you like about their website and what do you not like?

Inspirations: do some surfing on the net and list websites that you particularly like, even if they have nothing to do with your area. Maybe you like the colors, or the layout or some little detail that catches your fancy. You might try going to this page and clicking on the random website link: <http://www.randomwebsite.com/>

Keeping the website fresh and up-to-date requires work on your part. What information do you imagine will need updating and how frequently? Describe how you imagine you will create new content. For example, if you want to publish a newsletter or news updates - how often and what tools will you use to write them?

1. What roles will the website play in your business? Check all that apply.

- a) As a "business card" - a way to find contact information to help people visit the store or get in contact with the artist
- b) As a portfolio for displaying products and skills
- c) To communicate news about new products and upcoming events
- d) As a way to bring fans together in a community so they can help each other
- e) As a library or resource area where interested parties can find and contribute information on this subject.
- f) As a store where customers can buy products online.

2. If you checked f) above: Have you developed a plan for the following, including all applicable laws for your area?

- a) How to package and ship your products?
- b) How to accept payment?
- c) How to handle returns, complaints and exchanges?
- d) How many hours each day/week will you need to use to ship products, depending on your sales estimates?

3. What computer operating system do you use? Check all that apply.

- a) Windows Vista
- b) Windows XP
- c) Mac
- d) Other: _____

4. Which browser(s) do you use?

- a) Internet Explorer version _____
- b) Firefox version _____
- c) Safari version _____
- d) Other: _____

5. Describe your level of computer savvy

- a) None. Don't use a computer or don't understand them at all

- b) Basic - once I learn how to do a task on the computer I can do it again and again but I need someone patient to explain how to do new things.
- c) Pretty good - I can figure out most things by myself or by reading a manual or book. I can follow instructions from hotline personnel without getting confused.
- d) Skilled. I use computers a lot and can improvise and discover hidden features. I can help friends and family with their computer problems
- e) Expert or Hacker.

6. How often do you check and respond to email?

- f) Rarely if ever
- g) Once a week
- h) Once a day
- i) Several times a day