

GroovyNET Web Design

Pre-Build Questionnaire

"your company"

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Terminology

The following terms / acronymns are used in this document.

URL	Uniform Resource Locator. Full web-page address: [http://www.google.com] is a URL
Domain Name	aka website name. The part of the URL which comes immediately after the 'www'.
RGB	Red, Green, Blue - Additive colour specification. Common way of specifying a 24bit colour value, usually expressed as digits from 0-255 for each value. Black is 0,0,0. White is 255,255,255.
HSB	Hue, Saturation, Brightness. Less common way of specifying a 24bit colour value.
CMY	Cyan, Magenta, Yellow. Subtractive colour specification. often used by print-houses as it closely reflects ink value used on printed page.
SEO	Search Engine Optimisation. Technique used to ensure website content is indexed by search engines for highest page rank within relevant search results.
whois	Domain Name search service offered by Domain Name Registrars and other interested entities.

Introduction

The purpose of this document is to provide an initial framework for information relating to the design of your website. It forms the basis of the contract that will exist between **GroovyNET** (hereafter, *we* or *us*) and "**your company**" (hereafter, *you* or *the client*).

Please use this document as a trigger for thought and inspiration about how you want your site to look.

Website Theme

Please use the space below to describe the theme of your website. Feel free to include anything you feel will help us get the design of your website just right.

Competitor website:

Domain Name

Your Domain Name is the text label that identifies your website on the internet. For instance, groovnet.co.uk is our Domain Name. It is very important that your choice of Domain Name reflect closely the intent of your website. It is the access key to your site that others will use to search for you and forms the first part of identifying you to others in search engine results.

General Guidelines

- The shorter the better. A short Domain Name is easier to type and remember.
- Stick to letters only (and numbers if you must). Generally punctuation signs are not allowed. Although dash (hyphen) and underscore are allowed, it is still probably better to steer clear of them.
- Email address(es) you use with your site will include your Domain Name which is more appropriate for consistent business branding.
- Domain Names are controlled by Registrars who issue the name's to web users for a set period; usually 2 years. At the end of the period, the name can be returned to the pool for others use or a further subscription paid to the Registrar to continue use.
- Test for availability of your target Domain Name on the net by doing a 'whois' search. Alternatively, type the domain into the address bar of your browser and see if a site is already using it. If you see a browser error, then the Name is probably available.
- Please think carefully about the name you choose to use as this name will likely be associated with your product/service for the life of your website. Any SEO, marketing, advertising, and general business branding will be linked with this name.

My Domain Name

I would like to use one of the following Domain Names. If Name 1 is unavailable we will attempt Name 2, then Name 3, etc.

[1] _____

[2] _____

[3] _____

[4] _____

Colour Scheme

Don't underestimate the effectiveness of choosing the right colour scheme. Colours have deep psychological connections in the brain, influencing our emotions on a subliminal level. The first few milliseconds of your viewers attention is almost certainly focused on the colour balance of your site.

General Guidelines

- Bright colours tend to be less business-like, more fun.
- Darker colours can be mysterious, dramatic or sensual.
- Pastel shades are calming, restful and artistic.

My Colour Scheme

Please use the space below to tell us about the colour scheme you would like for your site. Feel free to include descriptions, technical specs (RGB, HSB, CMY, etc), or links to web documents with the colours you like.

Page Layout

Your page layout is the set of blocks and bands that provide structure for your media and written content. Most websites use quite a simple page structure.

General Guidelines

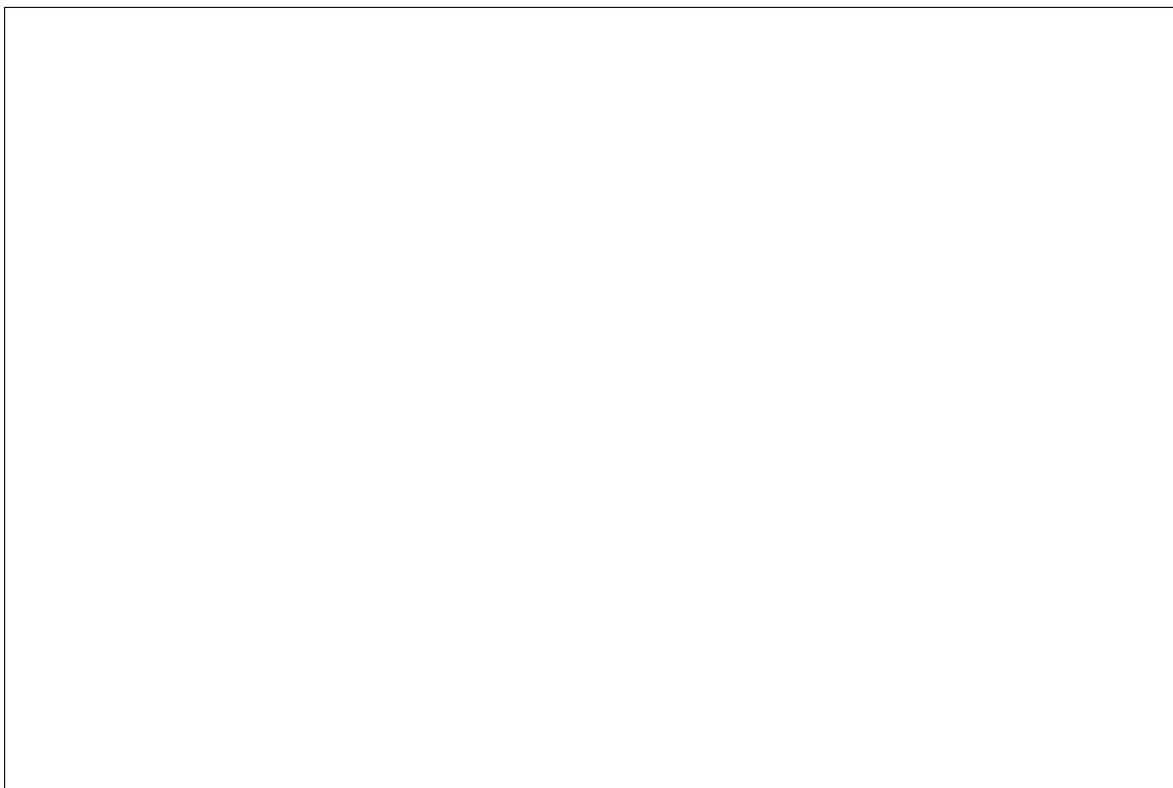
The basic blocks found on most pages are:

- Header
- Vertical or Horizontal navigation bar. (Sometimes both)
- Main page content
- Panels for News, Special Offers, Shopping Cart, etc
- Footer

This type of band / block oriented approach can greatly simplify the design of your individual pages. You may need multiple columns of newspaper style text or large blocks of image thumbnails but they can all be represented in this format.

My Page Layout

Please use the space below to tell us if you have any specific requirements regarding page layout. Feel free to include abstract descriptions or links to web documents that have a layout you like. Otherwise, leave the space blank and we will create a layout that complements your media and theme of your website.



Site Layout

Site Layout is the collection of separate web pages, and links between them, that your site is constructed from.

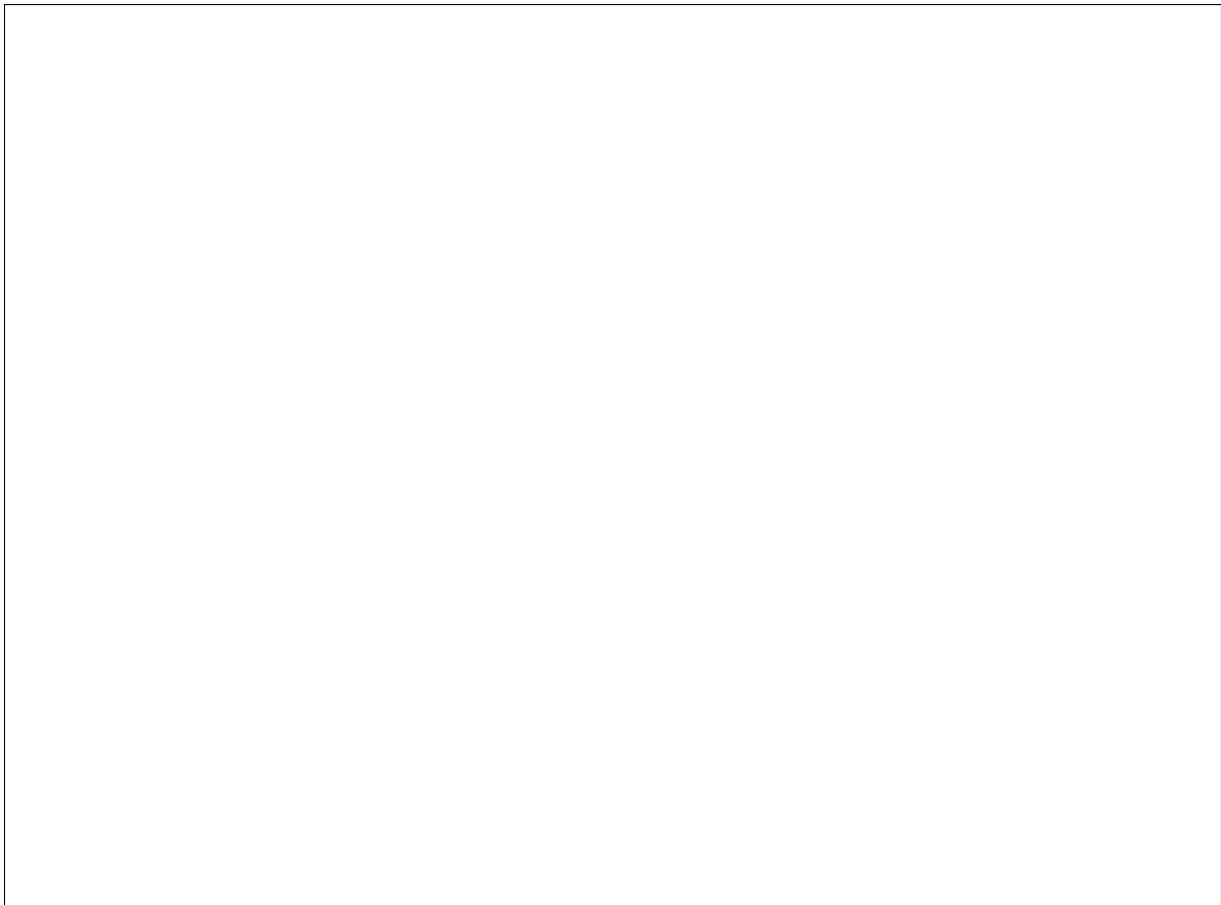
General Guidelines

Most sites share a few common pages and web users expect to see these pages on all traders websites.

- Home
- About
- Product Search / Results
- Individual product page
- FAQ
- Contact

My Site Layout

Please use the space below to tell us about the pages you will need in your website. If the layout is complex, feel free to draw connecting lines to indicate where links will join the pages together.

A large empty rectangular box with a thin black border, intended for the user to draw their site layout. It occupies the lower half of the page.

Dialogue

This is where you can really sell your product, service or idea! Your visitors will generally be keen for you to get to the point, so brevity is the key most of the time. Don't use three paragraphs if one will do. Consider using diagrams or other images to explain complicated ideas. The old adage...

“A picture paints a thousand words”

...is never more true than when designing a website. If your theme allows it, be DRAMATIC! Try to engage your visitor to keep them reading. Sometimes a little humour can be used to good effect, although care should be taken with this. Not everyone has the same sense of humour and your visitors may be from many different cultures. Being offensive in 'print' is not a good idea.

Research

Make sure you know your subject. If using facts and figures make sure they are correct. Cite your sources rather than being vague. Nothing will turn your visitors away more quickly than the feeling that you don't know what you're talking about. At best, you'll lose traffic to your website. At worst you may trigger emails or unwanted actions from your potential customers.

SEO

A large part of SEO is concerned with the text of your website. Search engines look at the keyword density of your text and rank you for relevance according to this (and other) factors. Speak to us about 'tweaking' your text to get better results with search engines.

General Guidelines

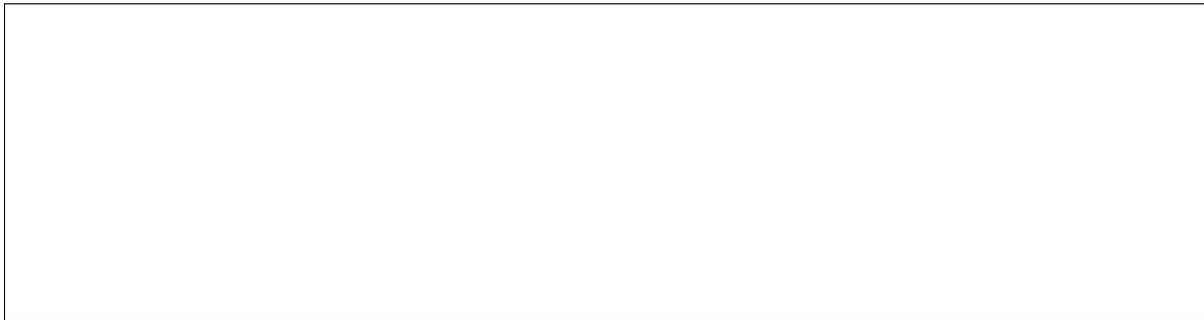
Make sure the spelling and grammar are correct. Running a spell checker on the text you will use is a simple way of finding most mistakes. Grammar can be more difficult to get right but if you are not sure get someone 'studious' to cast their eyes over your masterpiece. In any case we will review your text as we process it and refer any anomalies to you.

Your text content is best delivered to us in a common format such as a .txt or .rtf file. If you must supply it in a native word processor format, these can usually be accommodated.

Graphics

Your site graphics can be as complex or simple as you require. Bright, flashy, neon or dark and atmospheric. Angular, geometric lines or shapes. Or pastel, pale, soft flowing colour gradients. Your sites theme will play a large part in the choice of graphics, but endless variations are possible. Navigation systems, text, pictures and page frameworks can all be styled with graphics.

Please use the space below to tell us about your graphics preferences, or leave the space blank and we will create graphics that complement your sites media and theme.



Images

The photographs of your product or service are probably the elements of your site that will attract the most scrutiny. Its on the basis of these images that your visitors will make their purchasing decision. Good crisp exposures showing plenty of fine detail are required. In many cases it is advisable to allow clicking on an image to display a large close up of the detail.

Bespoke Photography

For particularly sensitive work we often commission a local photographer who will ensure the highest quality of images for your website. Alternatively our in-house photographer can meet with you to discuss your requirements. If you already have good photographs or are able to take your own, these can also be used on your site.

Please use the space below to tell us about the images / photographs you would like to use on your site. If you require photography services please let us know here and we will be pleased to talk this over with you.

