

Version 0.1
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INTRODUCTION

This document aims to assist in website projects. The goal of the completed checklist is to support communications between client and contractor. Involved individuals will be prepared for the web project by thinking through general and neutral questions. The main focus lies on fundamental ideas and strategies. Technological details should be clarified at a later stage of the project.

The individual or enterprise filling out the form (client) is focusing on basic objectives of the web project and should maintain a sole theoretical point of view. The contracting authority may even use this checklist before an initial meeting.

The contractor will be able to use the results of this questionnaire for more detailed preparations and to better adjust to the specific needs of the client.

PREPARATION

Responsible persons and fields of responsibility

Three horizontal lines for text input.

Objectives regarding content, design, requirements

Seven horizontal lines for text input.

Objectives regarding visitor behavior

Seven horizontal lines for text input.



CHECKLIST PROJECT WEBSITE

Main characteristics

operator	<input type="checkbox"/> business	<input type="checkbox"/> private	<input type="checkbox"/> organization	<input type="checkbox"/> non-Profit	<input type="checkbox"/> affiliate	
layout	apply existing	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	(re-)design
type	single page	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	portal
formal impact	informative	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	entertaining
optical impression	conservative	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	artistic
interactivity	passive	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	active
visitor loyalty	low	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	high
social factor	low	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	high

Target group definition

visitors	new	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	recurring
traffic	low	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	high-traffic
segmentation	low	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	high
	geography	<input type="checkbox"/> global <input type="checkbox"/> continent <input type="checkbox"/> region <input type="checkbox"/> country <input type="checkbox"/> city						
	gender	<input type="checkbox"/> male <input type="checkbox"/> female						
	age	<input type="checkbox"/> < 14 <input type="checkbox"/> 14 - 25 <input type="checkbox"/> 26 - 45 <input type="checkbox"/> > 45						
	language / culture	_____						
	miscellaneous	_____						

Content qualities

update frequency	high	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	low
creation	internal	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	external
maintenance	internal	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	external

Implementation details

CMS / application	standard	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	custom
ad space	no	<input type="checkbox"/>	<input type="checkbox"/>	yes				
mobile devices	no	<input type="checkbox"/>	<input type="checkbox"/>	yes				

