

Website Requirements

Kaleidoscope Consulting Group has developed a list of website requirements to help you identify and clarify your needs for developing a website. Please take a few moments to review the items below. This is the framework that we will use to develop your website.

1. Define Your Site's Goals

Basic questions include:

- What is the mission or purpose of my organization?
- What are the short- and long-term goals of my website?
- Who are the intended audiences? (very important to compile a list)
- Why will people visit your website?
- Why will they come back?

Try to think of any other questions that will reveal the true purpose of the site. If other people have ideas or questions, consider including those, too.

2. Determining Your Audience

Many sites do not even take into consideration who will be using them.

Start developing a list of people who will use your site. For example, you may have potential clients as well as vendors who may visit your website. Write down all possible audiences and ask other employees or associates if they have additions.

3. Create User Scenarios

User scenarios help you and your collaborators visualize the site and its users. Using the previous definitions of your audience, try to come up with the ideal scenario for each type of user.

4. Competitive Analysis

Knowing your competition is a good way to learn about your own site. Whether you are casually browsing your rival's site or seriously evaluating each and every competitor, you need to be aware of what other sites are doing. To get started, make a list of your competition's websites. Use search engines if necessary. Evaluate pros and cons of key sites.

5. Site Content

Now that you know what your site is going to be about and who it is for, you are ready to pinpoint what it will contain. You will need to answer two questions:

1. What pieces of content does the site need?
2. What sort of functionality will be required?
 - Consider Graphics (Gather company photos if applicable)
 - Audio
 - Sales transactions (Visa, MasterCard, AMEX, etc)

Refer to the previous lists and collected data from competitor analysis. Now its time to start writing the content for your website. (use previous brochures or other marketing materials as a place to start) **Note: This part will be the most time consuming!**

Types of content include:

- Static
- Functional
- Transactional

Static:

Copyright notices, privacy statements, and membership rules are examples of static content.

Functional:

Functional defines how users will navigate throughout your website

Transactional:

Member logon pages, signup pages for email newsletters, and other pages involving forms or transactions should be included on your list of transactional requirements.

6. Site Structure

Think of the site structure as a skeleton that holds the body together. A well-designed structure makes it easy to define a navigation system, and the two together make designing page layouts and templates a snap. This is the last step before you can actually get into building things.

7. Define Your Site's Navigation

- How will they get from one place to another?
- How do you prevent them from getting lost?

Defining the navigation system for the site solves these problems. Take a look at the site structure listing. What are the major sections? These are excellent candidates for the global navigation system, which appears on every page of the site and enables users to quickly jump between sections. If at all possible, try to limit the number of global navigation elements to between five and seven.

"Global" means these links will be on every page.

"Sub Navigation" means it falls under a category of global navigation.

Example:



After this is done Kaleidoscope Consulting Group will create page mock-ups for your site. Once the mock-ups are approved we will build your new website!

Kaleidoscope Consulting Group can help you work through most of the requirements. We will guide you along every step of the way. This form should be used as a starting point to developing a website that matches the goals and objectives of your company.