



Website Design Concept and Appearance

Project Title (Domain Name): _____

Project Description & Purpose: _____

In one sentence describe the message that you want this Website to deliver.

What is the main goal you want to achieve?

List a few adjectives that describe the image or feeling you would like to project.

Describe your audience. (Sex - Gender - Age - Education - Interests -
Financial Status - Computer Skills - Technical Skills - etc.)

In what context will your audience encounter this site? Are there any applicable time constraints?

What do you want the audience to do, feel, know after visiting this site?

Will you want to use existing logos, colors, text fonts, illustrations, images, and/or graphics that already identify you or your company? Please list.

Cite a few examples of websites that you admire as well as those you dislike.

What content or documentation can you supply to help me understand your mission?

Do you foresee updating, redesigning, adding to or subtracting from your website on a regular basis to achieve your goal?

Any additional ideas or comments?
