

Client interview

Team name: _____

Date: _____

Client name: _____

Interview topics

- Goals and target audience
- Content
- Design requirements
- Delivery requirements

Goals and target audience

Identify three long-term goals of your website.

What should the site inspire the audience to do after they visit?

Identify some immediate goals of your website.

Audience background

Describe characteristics of your target audience.

What is the age range of your target audience?

What is the reading level of your target audience?

Does your target audience have special requirements, such as disabilities?

How often is your target audience online?

Describe the most common use of the web by your target audience.

Activity 3.1 worksheet

Use a few adjectives to describe how you want the target audience to perceive your site. (Examples: prestigious, friendly, corporate, fun, forward-thinking, innovative, cutting-edge, serious, crazy.)

Other questions.

Content

What should be the title of your site?

What topics should be covered in your site?

Other questions.

Design requirements

Are there any organization colors, fonts, graphics, or logos that should be included in the design?

Are there any colors or fonts you don't want used on this site?

Activity 3.1 worksheet

What are some websites you like? Describe specific elements you like about each site, such as navigation, colors, layout, and other design elements.

Other questions.

Delivery requirements

What browsers (and what versions of these browsers) should this site support?

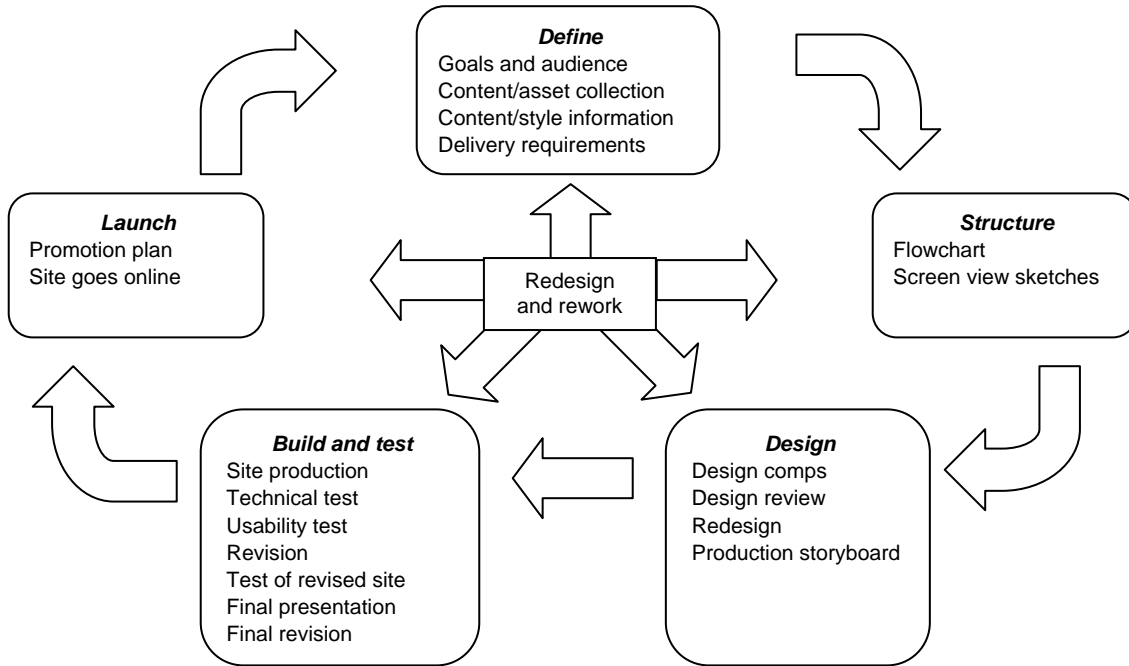
- Netscape Navigator
- Internet Explorer
- AOL
- Other:

What platforms should this site support?

- Macintosh
- Windows
- Other:

Professional web design and development process

When planning a web project, professionals break down the design and development process into phases such as the following.



Note that this process builds in steps for review, redesign, and revision.

Define	Structure	Design	Build and test	Launch
Goals and target audience	Flowchart	Design comps	Site production	Promotion plan
Content and asset collection	Screen view sketches	Design review	Technical test and bug list	Put site online
Content and style information		Redesign	Usability test	
Delivery requirements		Production storyboard	Revision	
			Test of revised site	
			Final presentation	
			Final revision	

Project plan

Team name: _____ Date: _____

Client name: _____

Think through the phases of your client project and identify the date when each task will be done. Identify an owner for each task who will make sure the task is completed.

Project phases	Estimated hours	Date due	Owner
Define			
Goals and target audience			
Content and asset collection			
Content and style information			
Delivery requirements			
Structure			
Flowchart			
Screen view sketches			
Design			
Design comps			
Design review			
Redesign			
Production storyboard			

Activity 3.2 worksheet

Project phases	Estimated hours	Date due	Owner
Build and test			
Site production			
Technical test and bug list			
Usability test			
Revision			
Test of revised site			
Final presentation			
Final revision			
Launch			
Promotion plan			
Put site online			
Total time:			= Final deadline