palsoft
Solutions for life

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The Client Worksheet:
While it is easy to make the simple complicated (just look at the average video recorder), it takes skill to make the complex appear simple. Luckily that's what Palsoft specialises in.

We've put together this handy worksheet to help you capture your vision for the project. Think of this document as a business plan for your website. The more information you can give us, the better we'll be able to respond. Answer each question in a clear and concise manner, and skip any questions that don't pertain to your project.

Because each member of your team may have a different vision for the project, we recommend completing this worksheet as a group. That way we won't miss any important opinions. Once you're happy that the worksheet clearly describes your project, email it to info@palsoftgroup.com and we'll work out the right solution for you.

All about you:

What's the name of your company and intended website?

Describe your company...

Describe the concept/product/service your site will provide...

We like to keep our address book up-to-date. Who are the main contacts for this project and what are their roles?

When would you like to start (tomorrow is pretty unlikely, sorry!)?

When does it need to be completed (yesterday is definitely out)?

Is there a specific reason for these dates?
(eg, tradeshow, product launch, before the pub shuts?)

Your budget dictates how much time we can devote to your website. What are you looking to spend to achieve your vision? (Eg, KSh 60-100k, Ksh 100k-250k, Ksh 250k+)

What are you trying to do?

Give us your main reasons for commissioning a new website

In order of importance (most important first) what are the business objectives for your site (eg, improving sales rate, increase customer satisfaction, reduce time searching)

What is your measure for success - and what are you hoping to achieve? (ie, 20% increase in sales)

What aspects of your current site work well?

Why are they successful?

What's not so great?

Why do you think that is?

Who are you doing it for?

Who's coming to your site? Describe the different types of visitors to your website in as much detail as possible.

How do you think your audience currently perceives your company and the services you offer?

Why will people use the kind of service you offer?

Why will people choose your site over others?

What do you imagine people using your site for? What will they want to do there?

Outline any ideas for features you have for your site.

How do these features support your business goals and the goals of your user?

Design Concept

People are coming to your new site for the first time. How do you want them to feel about your company?

Tell us a bit about your competition. Who are the runners and riders in your field?

What are their website addresses.

What works for them? What doesn't?

Leaving your competitiors aside, have you seen any sites recently that you've liked the visual design of? What did you like about it?
(if you can't think of any have a look through cssdrive.com or unmatchedstyle.com for a catalogue of good lookin' websites strutting their stuff)

Let's briefly talk content. Aside from the features we discussed above, what else do you want your site to do?

Would you like us to recommend somebody to build your content management system?

If so, what features would you like it to do?
(eg, updatable news, multiple authors, stock control, user moderation)

Additional Comments

We've tried to keep this worksheet as general as possible, but every project is unique. Here is your chance to add any extra information you think will be helpful.