

# worksheet : planning your website

This worksheet will help you plan your non-profit organisation's website, ensure it's developed to meet your needs and expectations, and provide useful information for your web designer. If you can't answer a question, ignore it for now.

## 1) Your organisation

Name of your organisation: \_\_\_\_\_

Address: \_\_\_\_\_

Contact person: \_\_\_\_\_ Phone: \_\_\_\_\_ Email: \_\_\_\_\_

Best way to contact you: Phone  Email  Other: \_\_\_\_\_

Your organisation's purpose in a single sentence:

\_\_\_\_\_

## 2) Your staff/volunteers' IT skills

It helps to know what computers you have and what you can do with them. Your website should be designed to enable you to easily edit its content yourselves, provided you have a few simple IT skills. Your answers will help your web designer pick the best content editing method for your organisation and assess your training needs.

a) Do staff/volunteers have access to computers at work? What operating system do they have?

No computer  Vista  XP  2000  Mac  Don't know

b) Do you have internet access? Broadband  Dial-up  None

c) Are the staff members who will edit your website's content confident in using:

Microsoft Word Very  Quite  Just about  Not at all

Email Very  Quite  Just about  Not at all

The Internet Very  Quite  Just about  Not at all

Web design/editing software Very  Quite  Just about  Not at all

If so, which? \_\_\_\_\_

Photo editing software Very  Quite  Just about  Not at all

If so, which? \_\_\_\_\_

d) Have you used any of the following tools and websites? It doesn't matter if you've not heard of them.

WordPress  Joomla  Mambo  RSS

Blogger  YouTube  Front Page  HTML

Contribute  Firefox  Dreamweaver

### 3) Providing content for the website

You may already have text and images ready to go onto your website. Or you might have only a leaflet and a logo. Your content is the reason people will be visiting your site so it's important to get this stage right.

a) Do you already have a website? If so what is its address? \_\_\_\_\_

If so, do you want to re-use its content on your new site? Yes  No  Partly

b) Have you already put together content that can be used on the website?

Articles  News  Reports  Mission statement  Video

Can you provide a few sample pages by email? Yes  No

c) Do you already have images that can be used on your website?

Photos  Logo  Illustrations  None

What format are these images in? .gif or .jpg  Paper

Were photos taken by a professional photographer Yes  No

Can you provide a few sample images by email? Yes  No

d) What types of content do you expect to put on your website?

News Yes  No  Maybe

Campaigning information Yes  No  Maybe

Photo gallery Yes  No  Maybe

Discussion forums Yes  No  Maybe

Online donations Yes  No  Maybe

A blog Yes  No  Maybe

Video Yes  No  Maybe

Audio Yes  No  Maybe

Lots of links to other sites Yes  No  Maybe

Other (please describe):

## 4) Look and style

*It's important that your website is attractive, designed to be appropriate for its audience and matches your expectations. The following questions will help to make sure that both designer and client understand what is wanted.*

- a) Do you have an idea of how you want your website to look?      Yes       No

Please describe briefly...

- b) Are there any websites that you admire? They may help to establish how you would like your own site to look? List them below and explain briefly what you like about them. *Please note that you can't actually copy the exact look of another organisation's website.*

http://

http://

http://

http://

- c) Should the site reflect your current branding?      Yes       No

If yes, please provide logo and (if you have one) your corporate style guide including colour scheme.

- d) What is the impression you want to convey? E.g. simple, professional, friendly, colourful...

- e) What do you dislike most on other websites? List actual websites and why you loathe them.

- f) If you already have a website please explain what you like and dislike about it.

## 5) Your domain and hosting

Every website needs a domain name so that people can find it; and a hosting package where all its files are stored.

a) Do you already own a domain name? Yes  No

If so, what is it? http://www.\_\_\_\_\_

b) Do you already have webspace / hosting? Yes  No

If so, purchased from what company? \_\_\_\_\_

c) Do you know the passwords for your domain and host? Yes  No

*Please don't write your passwords here. Just make sure that you have them because it's not uncommon for people to lose them.*

## 6) Any other comments?

### What next?

Use the responses to the questions to help you write a project brief for your new website. Make sure the project brief is agreed by everyone who's involved in your website. Then use the project brief when commissioning your website and as a guide for your web designer.

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This worksheet was written by Jason King, a web designer and ICT trainer who works exclusively with non-profit organisations. His website and portfolio are at [www.kingjason.co.uk](http://www.kingjason.co.uk).

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