

1. The Big Picture

- a. **Why** do you want a web site? Circle all that apply.
 - To provide information about a company, organization, or topic
 - To sell products online
 - To provide customer support
 - To show or share files or photos
 - To persuade people to call you
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- b. Who is your **audience** going to be? For example, are you marketing to African American women? Is your customer base made up of older people who may not have access to high-speed internet? This will help you to determine relevant imagery and what kind of technology you can use.
- c. If a **customer/user** who is already familiar with you comes to your web site, what things would they be most interested in viewing or doing? List them below. (For example: ordering products, looking at recent news, checking office hours, etc.)
- d. If a **brand new customer/user** visits your web site, what are the top three or four things you want them to do or know?
- e. How much **money** are you willing or able to budget for a web site? How much money can you budget for monthly services such as hosting, email, and updates? (See the beginner's primer for cost estimates.)

3. The Design

- a. Do you have a logo? If not, do you need a logo designed?

- b. What are the main colors of your logo or company? If you don't have any, what main colors do you want to use in your web site? Write down color codes, hue/saturation values, or find a web site or picture with the color that you're looking for.

- c. What kind of style do you want your web site to be? Create a list of words and impressions may help. For example:
 - clean
 - white
 - simple
 - dark
 - modern
 - edgy
 - stark
 - textured
 - fresh
 - bright
 - child
 - pastel
 - antique
 - vintage
 - retro
 -
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 -
 -
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 -
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- d. Have you seen other web sites where you like the style and think it will work for you? If you don't know where to start, browse through sites like www.coolhomepages.com or www.pixelmill.com to see all the different kinds of design styles out there.

