

# NHS Designs

## Natomas High School

Student: \_\_\_\_\_

Client: \_\_\_\_\_

### **Request for Proposal: Web Page / Web Site [Due Friday, October 26]**

Thorough planning of your web site project will save you time (and money) in the long run. It will improve communication of your needs to designers. The Request for Proposal questionnaire below gives an overview of many of the considerations when undertaking a web site creation.

#### **Client Basics**

*Please tell me a little about who you are.*

1. Brief client description: club, department, faculty member, or sports team
2. Contact information: name, extension and email address

#### **Project Basics**

*Please tell me what you want to do.*

1. What is your mission statement or summary of this project?
2. What are your goals for this project, short and long-term?
3. What is the scope of this project:
  1. Redesign/Overhaul of web site
  2. New Web Site
  3. Simple Starter Site
  4. Web Site Maintenance
  5. Club/Team Branding/Identity
4. Who is the decision-maker; what criteria will he/she be using?
5. What are your measures for the success of this project?
6. Schedule requirements
  1. When do you expect to start production?
  2. In what timeframe must it be complete?
  3. Are there specific milestones that must be met by certain dates?
7. Has there been any previous work completed on this project?
8. Describe existing identity/branding assets (logos, artwork, fonts) you already have available for this project.

#### **Rank these Criteria in Order of Importance**

*Please tell me what you value.*

1. Re-purposing existing content (such as information in the student planner, or lessons from classes)
2. Creating a community of dedicated visitors
3. Quality execution (graphics, writing, navigation, etc.)
4. Time to market (when the Web site will be ready to view by all)
5. Ease of maintenance
6. People bookmark the site because they get so much out of it regularly

# NHS Designs

## Natomas High School

7. Sending the message that we know the Web and use it appropriately

### **Audience, Content, and Functionality**

*Please tell me what needs you have.*

1. Who will be your audience?
  1. What types of visitors do you want to attract (demographics)?
  2. What are your goals for each type of visitor?
  3. What are the products/services involved?
  4. What are your goals for these products/services?
  5. How technically savvy is your expected audience?
  6. How large to you expect your user base to be?
2. Where will content come from?
  1. Will the web site content be new, re-purposed, or both?
  2. If the copy you provide has errors in it, who will spend the time to fix it?
  3. How often will you add new content to your site?
  4. Who will maintain and update the content?
3. What functional requirements do you have?
  1. Which of these features do you desire?
    1. Download areas (software, PDFs, images, audio or video, etc.)
    2. Catalog
    3. Online forms/surveys
    4. Other
  2. Who will update these features?
  3. Are there other technical issues or limitations?
4. What are your design requirements?
  1. Do you have color palette and font treatment requirements/preferences?
  2. How should the site “feel” and what should it communicate to the visitor about your company?
  3. Do you desire any animated or interactive elements? How are they going to be used?

### **Ideal Web Sites**

*Please tell me what you like in a web site.*

Find three high quality sites on the Web that are similar to your project. This will help us get a sense of your aesthetic, usability, and functionality preferences. Here are some criteria for choosing an ideal Web site:

1. Branding in a similar situation to yours (new club/team, etc.)
2. Appeal to same target group of visitors
3. Colors, look-and-feel, user interface, layout
4. Size of site
5. Size of project
6. Quality of content
7. Quality of graphics
8. Functionality (things sites do for people)