WEBSITE DESIGN REQUIREMENTS

A template to support non-technical users in evaluating and defining company website design requirements

DOCUMENT INFORMATION

VERSION HISTORY

Created By	Version	Date	Notes
Colin Hibbert	1.0	29/08/2024	Template document

DISTRIBUTION LIST

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TABLE OF CONTENTS

1. INTRODUCTION

1.1. PURPOSE

The purpose of this document is to assess the design requirements for a company website taking into account the company's brand and marketing strategy. The template is intended for use as a non-technical assessment.

1.2. BACKGROUNDA

The template was prepared by *DS Digital – Web and Social* as a means of assessing design gaps in existing websites or as an input to the design of new websites.

For more information, please email us at hello@dsdigital.com.au or visit our website at dsdigital.com.au.

1.3. REFERENCES

N/A

2. PURPOSE AND VISION

Purpose: Discuss the strategic role of the website within the company's sales funnel. How should it attract, engage, convert, and retain customers?

Notes:

Current Challenges: What specific issues are the company facing with the current website or business processes?

Notes:

Unique Value Proposition: What sets the company's services apart from competitors and how should this be highlighted on the website?

Notes:

Business Goals: What are the primary objectives the company aim to achieve with the website (e.g., increased client acquisition, improved client communication)?

Notes:

Success Metrics: How will the company measure the success of the website (e.g. lead generation, client satisfaction, conversion rates)?

Notes:

Anything Else?

Notes:

3.COMPETITIVE ANALYSIS

Competitor Websites: Review and analyse the websites of key competitors. What features and design elements do they use?

Notes:

Strengths and Weaknesses: Identify the strengths and weaknesses of competitor websites. What are they doing well, and where do they fall short?

Notes:

Market Positioning: How are competitors positioning themselves in the market? What messaging and branding strategies are they using?

Notes:

User Experience: Evaluate the user experience on competitor websites. How easy is it to navigate and find information?

Notes:

Opportunities for Differentiation: Identify opportunities to differentiate your website from competitors. What unique features or content can you offer to stand out?

Notes:

Anything Else?

Notes:

4. STAKEHOLDER ANALYSIS

Stakeholder Identification: Who are the key stakeholders that utilise the website (e.g., executives, marketing team, sales team, clients)?

Notes:

Stakeholder Goals: What are the specific goals and expectations of each stakeholder group regarding the website redesign?

Notes:

Pain Points: What specific challenges or pain points do stakeholders currently experience with the existing website? This should include issues such as lack of responsiveness to different screen sizes, slow loading, broken links etc.

Notes:

Anything Else?

Notes:

5.FUNCTIONAL REQUIREMENTS

Core Functionalities: What essential features must the website include (e.g., service request forms, client portals, order tracking)?

Notes:

User Interactions: How should users interact with these features? What is the desired user flow for key tasks?

Notes:

Integration Needs: Are there any systems or software that the website needs to integrate with (e.g., CRM, ERP, payment gateways)?

Notes:

Technical Specifications: What are the technical requirements or constraints (e.g., security standards, performance metrics)?

Notes:

Scalability and Future Enhancements: What features might be needed in the future? Highlight any possible future requirements.

Notes:

Anything Else?

Notes:

6.CONTENT REQUIREMENTS

Pages: Assess which of the following page types are required?

Page Type	Required?
Home	
About Us / History / Values	
Blog / News	
Case Studies / Articles	
Catalogue (Products and Services)	
Contact Us	
Customer Portal	
Frequently Asked Questions	
Portfolio	
Pricing	
Privacy Policy	
Services	
Terms of Service	

Specific Features: Any specific features that the websites should incorporate?

Feature Type	Required?
Call to Action	
Customer List (Who We Work With)	
Forms (Enquiries, Requests etc)	
Incentives	
Infographics	
Maps	
Pricing	
Process Flow / Steps	
Reviews	
Sign-up / Subscribe (to Newsletter)	

Feature Type	Required?
Statistics	
Status Indicators / Dashboard	
Testimonials	
Value Proposition	
Videos	

Anything Else?

Notes:

7.VISUAL DESIGN AND BRANDING

Logos: Do logos accurately reflect the company's official branding and marketing collateral?

Notes:

Images: Do images accurately reflect the company's personnel, facilities, equipment, products, services, wider industry? Are they of good quality (sufficient resolution)? Are they quick to load and have appropriate placeholders?

Notes:

Style: Does the website 'style' reflect the company's target audience and marketing collateral? Style can include colour scheme, layout, texture and patterns, spacing and alignment, etc.

Notes:

Colours: Do Background, Primary, Secondary, Text, etc colours accurately reflect the company's official branding and marketing collateral?

Notes:

Typography: Do Font Family, Font Size, Letter Spacing etc accurately reflect the company's official branding and marketing collateral?

Notes:

Language: Does language align with the company's target audience and marketing collateral?

Notes:

Relatability: Does the website align with the company's intended target audience, i.e. consumers, business clients, industry experts, casual visitors, etc?

Notes:

Anything Else?

Notes:

8.SUMMARY

Purpose and Vision:

Key findings:

Competitor Analysis:

Key findings:

Stakeholder Analysis:

Key findings:

Functional Requirements:

Key findings:

Content Requirements:

Key findings:

Visual Design and Branding:

Key findings:

Anything Else?

Notes: