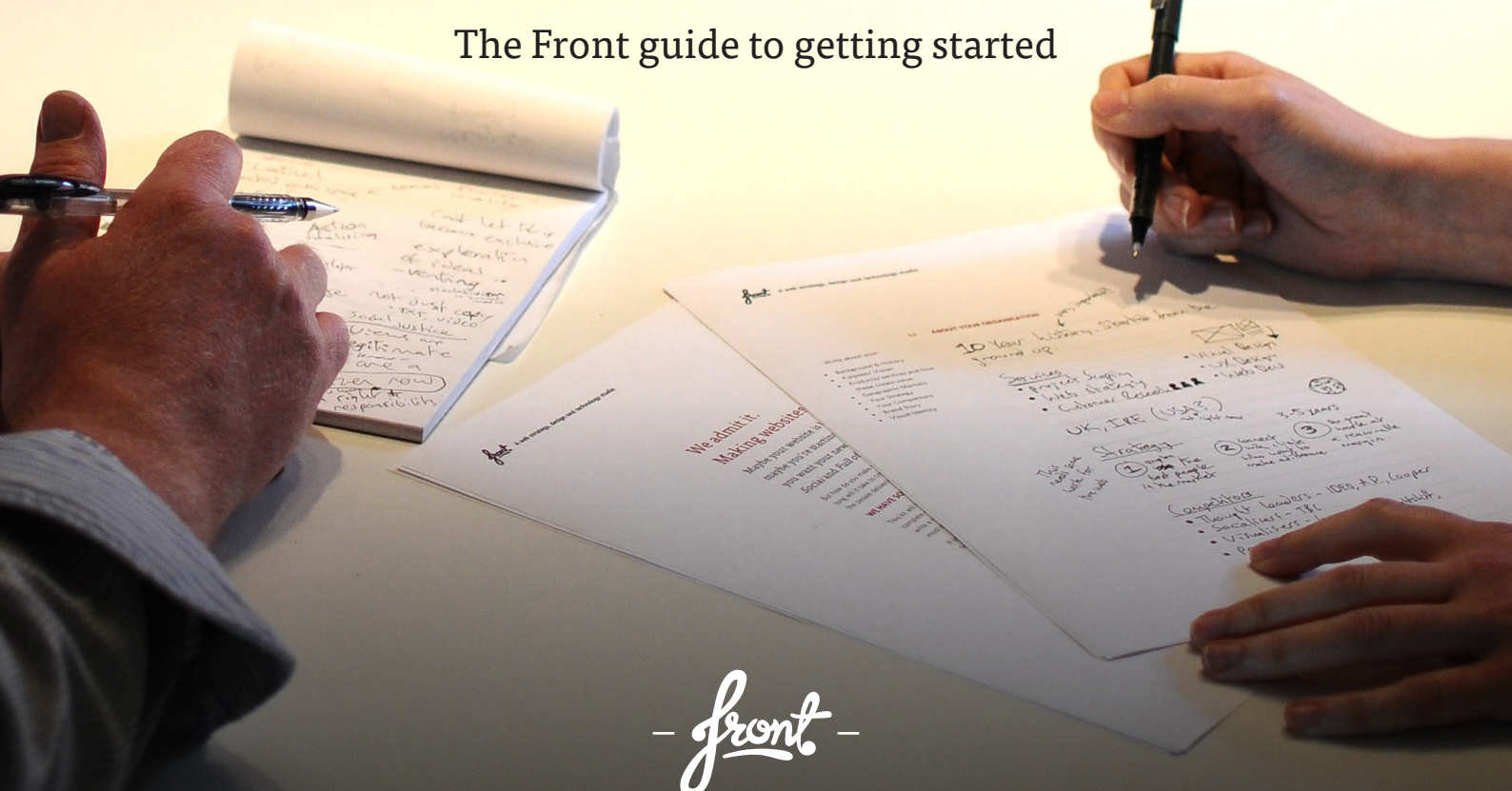


# Planning a Web Project

The Front guide to getting started



# Planning a Web Project

## Getting Started

- One About Your Organisation**  
*Identifying key issues your project should address*
- Two Your Customers**  
*Focusing on who your website is really for*
- Three Your Current Site**  
*What do you have at the moment?*
- Four Your Vision**  
*Thinking about what you could have in the future*
- Five Your Project Team**  
*Getting the right people involved from the start*
- Six What's Next?**  
*Using your project brief to get started*

We admit it.

Making websites is a bit daunting.

Maybe your website is looking a little tired. Or maybe you're starting from scratch. And of course you want your new site to be *Attractive, Engaging, Social* and *Full of Life*.

But how do you make sure that your new site is a success? Do you know how long will it take to create? And what should you expect from the project and the people delivering it?

#### **WE HAVE SOME IDEAS**

This planner will take you through the initial steps of planning a web project. If you complete each section, you should have all the information you will need to write a really informative project brief. This, in turn, should help your organisation make the most of the opportunities on the web.

If you decide you need outside help, a good brief will enable potential suppliers to understand your needs, present more insightful proposals and quote more accurate costs as well as allow your project to start more quickly.

The planner was written by people who make websites: us. Since we've done quite a few, we've figured out what tends to work well and have distilled this experience into the planner. So here's what we suggest:

- First, answer a few questions about you and your organisation.
- Next, think a bit about your customers – who they are and what they need.
- After that, take a close look at your current site – what it contains, how the information gets there and what is/isn't working.
- Switching into forward gear, get the ideas flowing by thinking about what your website could be like in the future.
- Finally, think about your team, who should be involved and any project constraints you already know about.

It won't take long to read, but we suggest that you allocate a few hours to thinking about the questions it poses and seeking out the answers. Feel free to get in touch with us if you get stuck. The time you spend on this foundation now will pay off many times over during your project!

# 1 About Your Organisation

Most projects begin with a tremendous amount of creativity and ideas for improvement. However, not all of these will be realistic, achievable or equally important.

This is because quality design and true innovation depend on real insight.

By building a clear understanding of your organisation's key issues with all those involved in defining the project, you can:

- challenge any assumptions or internal views;
- define what makes your organisation unique and tell that story in your project brief;
- tailor the project scope to your business needs to ensure you create real value; and
- recognise wider opportunities to use the web.

## USEFUL RESOURCES

Writing a Design Brief, Design Council

<http://www.designcouncil.org.uk/resources-and-events/business-and-public-sector/guides/finding-and-working-with-a-designer/writing-a-brief-and-getting-a-project-started/>

A Brief Guide to Briefs, Dare [NB: read the speaker notes]

<http://www.slideshare.net/ewarwoowar/creative-brief-workshop>

Topic: creative briefs, Quora

<http://www.quora.com/Creative-Briefs>

What are the most important things to define in a website project briefing?

Quora

<http://www.quora.com/What-are-the-most-important-things-to-define-in-a-website-project-briefing>

Questions during project definition, Happy Cog

<http://cognition.happycog.com/article/questioning-the-authority>







# There's More!

Request the complete Project Planner  
at <http://bit.ly/ecz9xg>

