

Appendix A

Step 1

Refer to page 4 for topic discussion.

Kind of Development Effort

Check the kind of development effort for this project. More than one may apply.

- Facelift (Take an existing website and give it a new look-and-feel.)
- New Technology (Modifies the technology of an existing website. A Facelift may also apply.)
- Completely New Site (Start from scratch – no prior website.)

Category of Website

Check the primary type of the website.

- Directory
- Publication / Blog / Forum / Catalogs
- e-commerce
- Corporate / Informational

Step 2

Refer to page 5 for topic discussion.

Request Form Calls-To-Action

The most common *Call To Action* on Corporate / Informational websites is a request.

In the “Select” column only (Table 4 below), Check the box(es) for all requests you would like to make available on your website.

Select	Request for... Description	Type of Form (choose one)			Form Processing (choose all that apply)		
		Simple	Basic	Special Purpose	Email		Database
					Visitor	Dept.	
<input type="checkbox"/>	Samples	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
<input type="checkbox"/>	More information (typical sales lead)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
<input type="checkbox"/>	Register for a Newsletter	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
<input type="checkbox"/>	Access to a secured area of the site (log-in)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
<input type="checkbox"/>	Access to files for download (e.g., white paper)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
<input type="checkbox"/>	Access to view additional online information	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
<input type="checkbox"/>	Subscription/registration (applies to some publications, blogs or forums)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
<input type="checkbox"/>	Other	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

Table 4: Online Request Form

Other Calls to Action

Other *Calls to Action* do not use on-line forms. Check additional *Calls to Action* you would like to make available on your website.

- Generate a unique coupon code that may be redeemed when a traditional phone call is made for a promotional item. The coupon code has website traceability information in it.
- Reverse telephone call (visitor enters a phone number and a call connecting your staff with the visitor is made instantaneously - paid service)
- Phone call to unique telephone number (no website traceability)
- Online chat
- Click on advertisement (more typical for publications/blogs and directories)
- Conclude an online sale (e-commerce environment)
- Other(s) _____

Step 3 - Technology

Please check box the technology to be used.

- HTML CMS Flash

Refer to page 7 for topic discussion.

Step 4 - Components

Although not an exhaustive list, check box those components required for your website. If you require a special component, please be descriptive in the "Other" selection.

Refer to page 8 for topic discussion.

Component Description	Location/access	
	Every Page	Specific pg/section
<input type="checkbox"/> Login to password protected area of the website.	<input type="checkbox"/>	<input type="checkbox"/>
<input type="checkbox"/> Calendar of events		X
<input type="checkbox"/> Forum		X
<input type="checkbox"/> Specialty map generation		X
<input type="checkbox"/> Downloads		X
<input type="checkbox"/> E-commerce		X
<input type="checkbox"/> Adsense	<input type="checkbox"/>	<input type="checkbox"/>
<input type="checkbox"/> Weather	<input type="checkbox"/>	<input type="checkbox"/>
<input type="checkbox"/> Poles	Popup on exit	
<input type="checkbox"/> CRM (Customer Relationship Management)		X
<input type="checkbox"/> RSS news feeds	<input type="checkbox"/>	<input type="checkbox"/>
<input type="checkbox"/> On-line chat	<input type="checkbox"/>	<input type="checkbox"/>
<input type="checkbox"/> Blog		X
<input type="checkbox"/> Photo Gallery (images and movies)		X
<input type="checkbox"/> Pod Casts		X
<input type="checkbox"/> Wiki		X
<input type="checkbox"/> E-cards		X
<input type="checkbox"/> Quiz		X
<input type="checkbox"/> Help Desk		X
Website search function (entry form)		
<input type="checkbox"/> Simple form (results shown on specific page)	<input type="checkbox"/>	<input type="checkbox"/>
<input type="checkbox"/> Advanced form (results shown on specific page)		X
<input type="checkbox"/> Other(s)	<input type="checkbox"/>	<input type="checkbox"/>

Table 5: Component Description

Step 6 - Design Strategy

Refer to page 10 for topic discussion.

Check the minimum screen resolution for website design (choose one)

- 800x600
- 1024x768
- Float: min 800x600; max 1024x768
- Other (explain) _____

Mark your Design Layout strategy below.

Strategy (choose one)

- From pre-designed template. No changes. *'I like the layout just the way it is. Just incorporate my graphics to make it mine.'*
- Similar to pre-designed template with modifications. *'I like the layout, but it needs to be a little different to suit my needs.'*
- Similar to another website. *'I like this website layout but need minor modifications to make it mine.'*
- From Scratch. *'I want a unique design.'*

Source List template ID and URL

For all but "From pre-designed template," note the layout elements from other websites or templates that you would like incorporated into your layout. List all that apply.

Desired Elements	Source (websites / templates)

Step 7 - Menu Structure Design

Refer to page 13 for topic discussion.

First mark the appropriate selection of Menu Type. Then choose one Menu Style for each type.

Menu Type	Menu Style (Choose one: V for Vertical; H for Horizontal)					
	None	Simple	Layered	Cascading	Tree	Drill-Down
Main	<input type="radio"/>	<input type="radio"/> V <input type="radio"/> H	<input type="radio"/> H	<input type="radio"/> V <input type="radio"/> H	<input type="radio"/> V	<input type="radio"/> V <input type="radio"/> H
Auxiliary (Aux)	<input type="radio"/>	<input type="radio"/> V <input type="radio"/> H	<input type="radio"/> H	<input type="radio"/> V <input type="radio"/> H	<input type="radio"/> V	<input type="radio"/> V <input type="radio"/> H
Footer	<input type="radio"/>	<input type="radio"/> V <input type="radio"/> H	<input type="radio"/> H	<input type="radio"/> V <input type="radio"/> H	<input type="radio"/> V	<input type="radio"/> V <input type="radio"/> H

Other1 (explain) _____ V H

Other2 (explain) _____ V H

Table 4: Menu Style Selection