Websit

The Client and their Market

1. Has an introduction to the (

This should provide crede designer that the client h information they need to m

 Have you described your c
 It is important that you sh needs. Showing awarenes relevant regulations etc.) w website that will meet their

Have you analysed and de
 This allows the website to
 Considerations here inclutechnological understandin

Project Scope

4. Has the scope of the project This section should essent them. You should decide a considerations, underlying combination of all elements

Creative and Technical Conside

- 5. Has the creative strategy b

 This is the first section of t
 setting out how the overa
 standpoint this may cove
 delivered by the client are
 acquired. This is also a good
- Are you providing a flow-ch
 In some cases a client w
 request it or not, it is a go
 client a clear idea of how yo
- 7. Has the technical strategy I In this section detail all r language that will be used to provide details of the so will require hosting with recommend appropriate ho
- 8. Have you considered and of the nature of the client's s

d?

. You may not be the only web s important to give them all the

f your client's business and their e.g. their customers, competitors, onfidence in your ability to build a

ce?

aling to the client's target market.
ry sector, linguistic abilities and

nt's objectives as you understand project is biased towards aesthetic communication aspects or a

egin to take control of the project, e accomplished. From a creative as how the creative materials nd where further material will be the website will be put together.

site map, however whether they your proposal. This will give the and how it will be arranged.

ation including the programming ntml or asp). It is also a good idea olement the client's site. If the site may not generally be standard, ction.

urity issues?

ecurity arrangements. You should

1

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provide details of your re features that a hosting pac

Are you providing samples Consider the form that sucl will you opt for a static, no always wise to give the c

web-page) at this early sta setting out what the client r

Costs

9.

10. Have you provided a cost e

> Providing accurate cost info this stage how you will bre payment required for each payment? This is importa proposal with others to ens to budget effectively for the

Timing and Post-Completion

11. Have you provided a time

> Timing will be very import activities such as budgeting their new website. The mo confidence your prospective time.

12. Will you be providing main website?

> If so, it is a good idea to de in your proposal. It will be completion maintenance b services.

Terms and Conditions

13. Have you included a copy your proposal?

> It is always recommended business to give the clien potentially entering into. T be worked out in advance

area in addition to the specific ect to security.

ou provide them as web-pages or h as PDF? Be aware that it is not that they can use (i.e. a finished erms of use with sample material it.

tive client is essential. Consider at run the project in phases with a st a simple initial deposit and final is essential for comparing your e and will also allow for the client

will need to plan their business mer service around the launch of accurate your estimate, the more able to accomplish their goals on

ng completion and delivery of the

ervices and the charges therefore client to be able to compare postsigners as it is to compare design

design terms and conditions with

standard terms and conditions of isiness relationship that they are y necessary contractual issues to uly holding it up.