

Web Site Planning

<p>Phase 1: The purpose of the Site Answer these questions to determine the purpose of the web site: Goal (what is the site to do and do for your audience?) What is the site about? What is the site for?</p>	Notes:
<p>Phase 2: Expected Outcome of the Web Site Basically, what does your audience/client expect the site to accomplish?</p>	Notes:
<p>Phase 3: Target Market Find out more about the client or target market that you are developing the site for. Start by answering these questions: Who is your audience/client? Who is their competition? Is the web the right medium for your audience/client?</p>	Notes:
<p>Phase 4: Managing Content Make a list of all the content that the site will display to meet the wants/needs of your audience/client. Then, organize the content list by grouping information in logical and manageable sections and subsections – these sections will become your prospective pages.</p>	Notes:

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<p>Phase 5: Mapping Out The Site Show the flow of the site by making a flowchart showing the pages of the site (use a separate sheet of paper for drawing out the flowchart.)</p> <p>Then, once the flowchart is made, determine what the layout will be for each page of the site. These page layouts will show a bit more detail (use the Page Layout diagram shown on page 3).</p>	Notes:
<p>Phase 6: Development and Design Requirements Decide at the beginning what colors, fonts, graphical treatments and programming should be used throughout the development of all pages.</p>	Notes:
<p>Phase 7: Site Testing This is where you put your development to the test and your design. Test the site on different platforms and use various browsers within the requirements to be sure the site functions and appears as planned.</p>	Notes:
<p>Phase 8: Site Deployment After the site has been thoroughly tested. The final version of all files that make up the web site are placed on the servers for viewing on the web.</p>	Notes:

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Page Layout Information:

Page Name: _____

Design Team: _____

HTML File Name: _____

Programming Team: _____

Updates: _____

Note areas of the page that are constant from page-to-page, any text areas and image placements and any elements that link outside of the site itself.

