WEBSITE PLANNING WORKSHEET

1 Define purpose

Why are you building this website? What purpose will it serve for you (or your organization) and for your users?

2 Determine audience

Who will your users be? What do you know about them?

age: ____________________________
comfort with tech: ____________________________

3 Describe mood

What adjectives would you say should describe your website?

☐ Classy  ☐ Minimal  ☐ Whimsical
☐ Elegant  ☐ Modern  ☐ Casual
☐ Bold  ☐ Calming  ☐ Professional
☐ Bright  ☐ Trustworthy  ☐ Classic
☐ Fun  ☐ Friendly  ☐ Traditional
☐ Colorful  ☐ Welcoming  ☐ Pretty
☐ ________  ☐ ________  ☐ ________

4 Find models

Find some existing websites that you like (whether it’s the look & feel, the layout, or the content).

website: ____________________________
what you like about it: ____________________________

website: ____________________________
what you like about it: ____________________________
5 Brainstorm content

What information do you want to include? What do you want your users to be able to do on your website? When you’ve finished your list, rank them in importance.

6 Draw a site plan

How will you organize your information? What pages will you need, and how will they relate to each other?

You may not need this many pages, or you may need more. You may have sub-pages. Let your content guide your site plan! You may need more space -- grab a blank piece of paper and draw away.
Thinking about your top 3-5 content items from step 5, create a sketch of your homepage. You can use boxes as placeholders for images. Just think about what content should go where.

Tips
• If you have content that you want to appear on every page of your website, think about putting it in the header, footer, or a sidebar.
• Remember not to cram too much on your homepage. Keep it simple by focusing on top content.
• Make it visual! Too much text will put people off. Images invite users into your space.