

UW Colleges and UW-Extension Web site project worksheet

Following are questions to review before meeting with Web Services to initiate your project.

Project name: _____

Project definition

- What are your short-term and long-term Web site goals?
- What is the desired date for your new site to be online? Is this launch date firm or negotiable?
- Who is the owner of this site?
- Who is your audience?
- What is your preferred Domain Name? (ie www.uwex.edu/xxx)
- What do you want users to be able to do on the site?
- What is the MOST important function of the site?

UW-Extension policies and standards

- Will this application use standard UW Colleges or UW-Extension Web templates or have a unique design? (note: please provide justification for not using the standard templates)
- Will you use the Google search on your site?

Clients and partners

- Owner(s) of site
- Primary contact for questions during project development
- Content provider(s)

Site look and feel

- Are there similar Web sites out there (campus, institutional, partner organizations) that you like? What about the organization or look of these sites do you like? Provide the urls and a brief description.

- Please provide any department logos and/or graphics (other than the UW-Extension logo) to Web Services in electronic format.

Site content

What information do you want to be on your Web site? Examples include: your services, news releases, external links, staff listings, search function, site map, forms, documents, etc. Provide us with a general outline.

Example: **UW-Extension Payroll department**

Home page:

- News area (training, opportunities)
- Links to forms, policies, and staff list
- Address and phone number
- Search box

Second-level pages:

- Forms
- Staff benefits
- Presentations
- FAQs
- Policies
- Staff list

Dynamic content

Are there any areas of the site that will be dynamic and require technical programming (i.e. online forms (not Word or Excel), user admin tools for updating the site, etc.)? Please describe in detail.

Are you interested in implementing blogs, podcasting, RSS, streaming audio/video or other interactive tools?

Maintenance

- Who will maintain this site after the contracted design is delivered?
- Are you interested in using Adobe Contribute software to update the site?