Web Planning Worksheet[1]

Organization: ____
Project: ____
Date: __________

1. TARGET AUDIENCE
   (a) Audience definition:
   (b) Cluster diagram:
   (c) Information chart about audience
      i. Characteristics:
      ii. Concerns:
      iii. Activities:

[1] See *HTML & CGI Unleashed*, described on page 4 of this worksheet, for an explanation and discussion of terms.

2. PURPOSE

   (a) Succinct purpose statement

   (b) Subject area

   (c) Key audience characteristics for this purpose

   (d) Level of detail

   (e) User's expected benefit/response

3. OBJECTIVE STATEMENT

   (a) Specific ways to accomplish the purpose

   (b) Restrictions on information/techniques

4. DOMAIN INFORMATION

   (a) Information necessary

      i. For web team

      ii. For users of web

   (b) How information will be acquired

(c) How information will be updated and maintained

5. SPECIFICATION

   (a) Limitations on information

   (b) Limitations on media

   (c) Resources (for example URLs; web components such as Forms or graphical image maps; other resources such as sound, image, movie, or text files) that should and can be used in the web.

6. PRESENTATION

   (a) Look and feel possibilities (sketch):

   (b) Work schedule

   (c) Skills required

(d) Components

(e) Mockup web

Packages (systems level):

Pages and Links (web level):

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