

# Rainbow Computing Services



www.Web-Rainbow.com

Lisa Klink Severance  
PO Box 488  
Johnstown, CO 80543  
970-587-5280  
e-mail: [lisa@web-rainbow.com](mailto:lisa@web-rainbow.com)

Spring 2006

## WEB SITE PLANNING QUESTIONNAIRE

This questionnaire was designed as a guide to involve you as much as you like in the planning process. Please do not feel obligated to complete it all by yourself if you are not inclined to do so. Please ask me for suggestions or a proposal. Contact me if you have *any* questions. Thank you.

### Assessment – These are factors that need to be considered because they influence design.

This web site is for:

- Business
- Non-profit organization
- Other organization
- Personal
- Event

Brief Description: \_\_\_\_\_

\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

What are your **goals** and **purpose** of the site? What are your **performance expectations** of the site?

(check all that apply)

- Sell
- Inform
- Motivate
- Entertain
- Teach
- Share

\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

### About your target audience

(check all that apply)

Age -  under 18  18-29  30-44  45-59  60 & over

Gender -  male  female

Income -  lower  middle  upper

Education level -  high school  college  beyond bachelors degree

Comfort web browsing -  very *uncomfortable*  *uncomfortable*  comfortable  very comfortable

Internet connection speed -  slow/dial-up  fast/ DSL/cable

Version of browsers -  older  newer

# Design Aspects

(Note 🎵: Resource materials include current photos, business logos, and other brochures and text.)

List URL's (addresses) of web sites you like and why/what you like about them.

---

---

---

---

---

---

---

---

## Overall site

**Potential domain names**

(i.e., [www.?.?.com](http://www.?.?.com))

**E-mail account(s)?**

(i.e., [yourname@?.?.com](mailto:yourname@?.?.com).)

<hr/>	<hr/>
<hr/>	<hr/>
<hr/>	<hr/>
<hr/>	<hr/>
<hr/>	<hr/>

*Meta tags:*

If applicable, include the geographical location you serve

**Keywords:** (Note 🎵: You want your most important keywords first and try to avoid repetition.)

<hr/>	<hr/>	<hr/>
<hr/>	<hr/>	<hr/>
<hr/>	<hr/>	<hr/>
<hr/>	<hr/>	<hr/>
<hr/>	<hr/>	<hr/>

**Description:** (Note 🎵: This needs to be accurate and brief yet capture the attention of the reader in the first sentence.)

---

---

---

---

---

---

## Navigation of web site

Draw arrows to indicate what pages will link to each other. It is recommended that all pages link to the home page.

Home  
pg

1	2	3	4	5	6
7	8	9	10	11	12

External Links - URL's/addresses

---



---



---



---

### Page Titles

(this is what will be displayed in the title bar when the page is displayed)

Name of Button that links to this page:

Home Page *(Note ⚡: It can also be beneficial to have the homepage title be a very, very brief description.)*

HOME

(home pg)

1.		
2.		
3.		
4.		
5.		
6.		
7.		
8.		
9.		
10.		
11.		
12.		

## Graphics Checklist

Use the following checklist as a guide. You can include the text, graphics and pictures in any combination of the following ways. ① Use the general template or the page specific layout section of this questionnaire. ② Attach or sketch on separate piece of paper. Or, ③ Include on disk (text in .doc format, pictures as .jpg and graphics as .gif or .jpg).

- Colors
- Banner
- Button Style
  - Up
  - Down/over (if desired)
- “Top of page” button and/or bottom-of-page navigation. This is suggested if there is any scrolling to the bottom of the page.
- Graphic Font
- Text Font(s) – style, size, color

Regarding Fonts – The user’s computer must have the font in order for it to be displayed in that font as text. It is recommended that text be standard fonts – either set I or set II explained below:

*Set I* - Arial, Helvetica, sans-serif - sans serif fonts are more block style. Often used for headings and subheadings.

*Set II* - Times New Roman, Times, serif – *Serif fonts have ornate or extra strokes at beginning and end of each character. It is easier to read in print because it leads the eye.*

The way this works is that the first font in the set is displayed if possible, if not the next in the list is displayed. These six fonts should cover almost all computers/browsers.

If you’d like to use an unusual or unique font you can integrate it into your graphics and save it as an image. There are several consequences to this. Image files are larger and take longer to load. It also must be edited as an image which is more involved than simple text editing.

It is recommended that there be no more than three types of fonts per page.

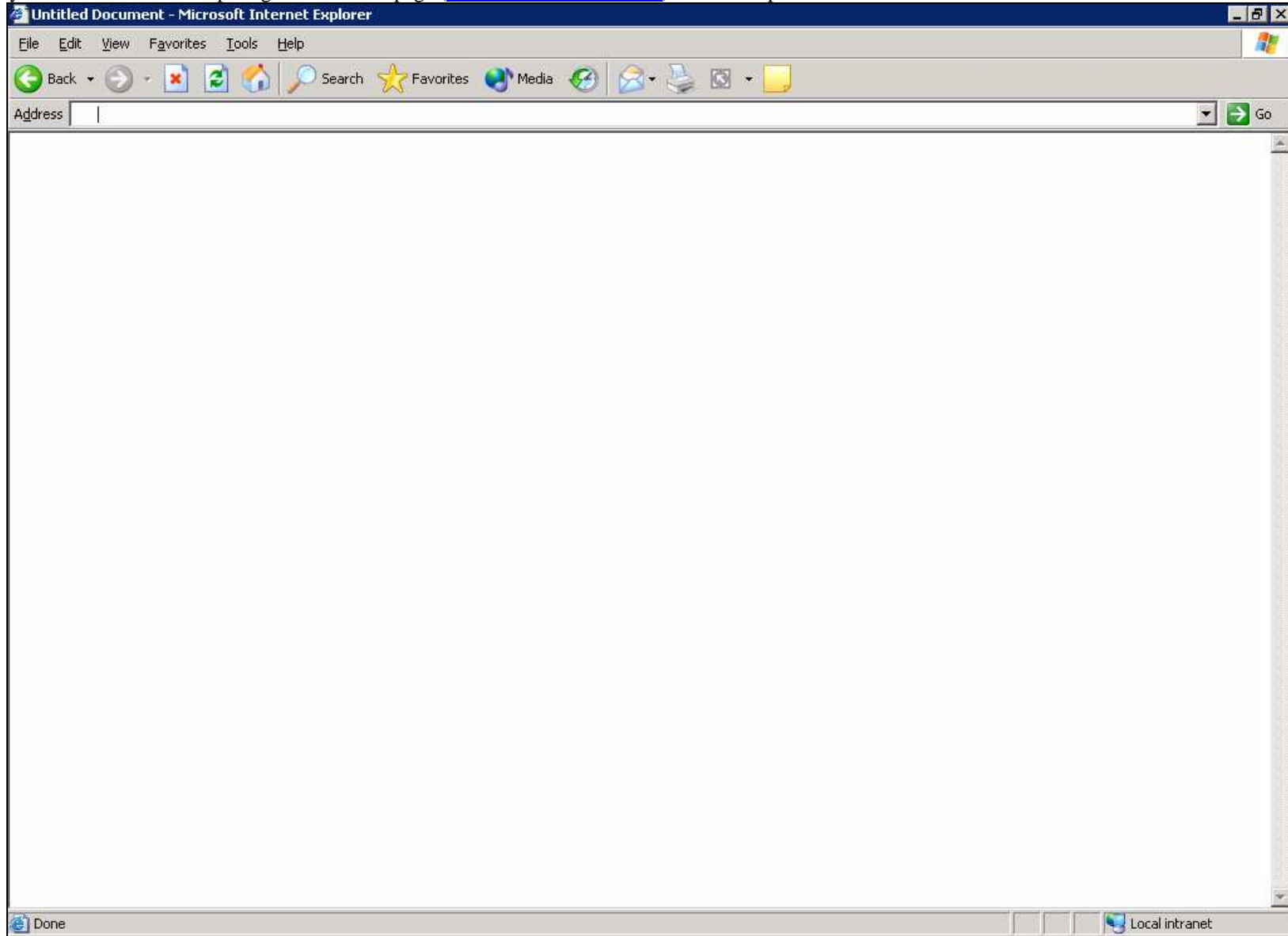
- Background – color, tiled image, other
  - Pictures – please include alternate text for each picture
- Regarding Picture (& graphic formatting) – It is suggested that graphics and backgrounds be done in .gif formatting because the file size is smaller, meaning faster downloading and .gif formatting preserves transparencies. Pictures can be done in .jpg formatting to preserve the quality of the image.

Alternate Text is used for browsers that don’t display images, for voice screen readers and for text that appears when the mouse is over the image.

- Tables

## General Template

If your site will have some consistent look throughout, sketch a General Template: (a consistent look is recommended unless there are sections of the site that are dramatically different in subject matter. If you are not going to have a consistent look, please sketch each theme/section's general template.) Think about things like a banner, navigation bar/buttons (along top, side and/or bottom, a link home should always be fairly easy to find) and general layout. Consider any fine print you want at the bottom of each page – like e-mail link to you. Use Rainbow Computing Services web page ([www.Web-Rainbow.com](http://www.Web-Rainbow.com)) as an example if needed.



**Page specific layout** (sketch for each page. No need to detail items laid out in general template)

