



Website Requirements Document

(Please note this document is used for future reference to comply with service level agreement)

WWW.CAPITALITSUPPORT.CO.UK

This Page is for Office Use Only

Client Details

Additional Details / Requirements

(Use in the end if required)

This Five Point Document is used for requirement analysis for future reference.
Please write in the box or tick the box appropriately & leave blank if question is not applicable.

01. Purpose & Goals

What is your main goal for building this website?

Think beyond "having an online presence". What are your business goals? How could this website help you reach those goals

Short-term

Long-term

Who is this website for?

On a macro level - who are you building this site for? Businesses? Individuals?

Tick a box

BUSINESS

INDIVIDUALS

BOTH

What do you want your website visitors to do once they land on your homepage?

It's important to guide your visitors through your website by using copy and call to actions to help them convert. Think about what you would want that customer journey to look like.

Write

How do you want your visitors to FEEL when interacting with your brand or website?

informed, excited, calm, intrigued? What emotions do you want to evoke?

02. Target Audience

This is where you can expand on "Who this website is for" by identifying your target audience.

Who will benefit from your products or services?

Who's problems are you solving with your product or service?

Identify your audience personas

Identify Ages, Income, Personalities, Brands to they interact with?

List your audience's pain points

What problems/frustrations do they have that leads them to your business?

Where they spend their time online

LinkedIn, Google, Pinterest or Communities etc. How can you position yourself so that your target audience find you?

03. Technical Requirements and Specifications

Functionality

Select key features your website needs to be successful

- eCommerce
- Bookings/Scheduling
- Blog
- Portfolio
- Membership

List any other technical features

Site Accessibility

How will your users access your website?

For e.g through finding you on Google, through your social media channels? Will they be at work or relaxing at home?

Select the primary device your users will visit your website on

- Desktop
- Tablet
- Mobile

Integrations

Select external services your site will integrate with

- Email Marketing
- Customer Management Systems
- Payment Processing Gateways
- Social Media
- Other

List any other integrations

Analytics

Select which analytics platform you'll be using

- Squarespace Analytics
- Google Analytics
- Google Search Console
- Other

List other analytics platforms you'll be using

List the KPI's (Key Performance Indicators) you'll need to monitor

For e.g Website Visits, Bookings, Purchases etc.

Site Search

Do you need an internal site search feature?

- Yes
- No

Site Styles

List 3 of your favourite websites (they don't necessarily have to be in your sector)

What do you like about those Websites?

Select up to 5 of Adjectives to Describe your Desired Style

Adaptable

Approachable

Calm

Casual

Charming

Classic

Colorful

Corporate

Dark

Professional

04. Content Requirements

Think of the pages your website needs to achieve your business goals

List the pages and an overview of the content needed for each page

Page:

Content on Page:

Page:

Content on Page:

Page:

Content on Page:

Page:

Content on Page:

Page:

Content on Page:

Page:

Content on Page:

STRUCTURE

Identify the sections & content needed on every page.
(include images, call to actions etc.) Duplicate this page as many times as needed.

Home and other pages:

Section Content

Section Content

Section Content

Section Content

Section Content

05. Wireframes and Site Maps



Site Map



Wireframe

Five tips on key things to consider including in the wireframes and site map

- Outline the homepage and any key landing pages. These give us an impression of what you want visitors to think about your website once they visit.
- Include any interactive elements, like contact forms, login areas, e-commerce checkout flows, etc. They show how people will move through these processes.
- Number each page on the site map to quickly reference specific pages in our discussions.
- Provide a short description for each page summarizing its content and purpose.
- Don't worry about being an expert in wireframing or site mapping! Simple is better as it prompts discussion and feedback. We can help refine things from there.

(Please attach site mapping drawing along with this document, if required)

Please send completed form to

info@capitalitsupport.co.uk



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