

TELEPORT

Website, Mobile Site,
Mobile Application
Planner

INTRODUCTION

About Teleport

Teleport Corp Pty Ltd is a Melbourne based website and mobile applications development company committed to excellent in client service.

We draw on an incredibly experienced base of professionals from around the world. Our offshore development model helps Australian companies benefit from reductions in development costs while maintaining local personal relationships and delivering excellent products and services.

8 Reasons to choose Teleport.

1. All projects are managed by our in house project manager.
2. Free lifetime phone support, just call us.
3. Support, (yes support !) We never leave you 'high and dry'.
4. Fixed priced quote, no hidden extras.
5. Ongoing 'post launch' support. Expert assistance on site promotion, traffic generation, online marketing, search engine marketing and other strategies.
6. We handle projects of any size from small start ups to large corporate projects.
7. We give you all the advice and resources needed to have a successful presence that will help you grow.
8. We are big enough to handle any project and small enough to maintain a personal relationship with you and your business.

Our Vision Statement

To empower 1000 companies with the most awesome internet and mobile technology on the planet.

Our Mission Statement

We exist to develop innovative, interesting, solutions and services, that address real needs. We work in a proactive and positive manner to provide honest, ethical, best practice advice. We provide an excellent client experience, we want you to be fantastically happy (so you tell your friends about us) :-)

The Process

We find that collaborating on a project yields superior results when everyone knows what the process is – seems obvious, right ? So, towards this end, we have distilled our wisdom for bringing out the best in ourselves and our clients into this process.

We aim to be 100% transparent and highlight issues and omissions as early as possible in the process. From time to time we will vary the process as the situation mandates.

Task	Client Responsibility	Our Responsibility	Notes
Initial Meeting	✔	✔	
Website Planner	✔		
Website Proposal		✔	
Formal Agreement	✔	✔	
Retainer Paid	✔		
Visual Design		✔	Typically 3 to 4 iterations of 3 to 4 designs each
Visual Critique	✔		
Content Supplied	✔		If required
Build & Construction		✔	
Content Added		✔	If supplied
Presentation		✔	
Review	✔	✔	Checklist created from review
Checklist discussion	✔	✔	
Checklist implemented		✔	
Review Checklist	✔		
Sign Off	✔		
Final Payment	✔		
Training	✔	✔	
Project Launch		✔	Handover and/or sending project live.
Coaching & Strategy	✔	✔	

Note : In the design phase we mock up layouts and take them back to you for guidance on style and layout. Typically this process involves several iterations of : design, comments and revised designs. This cycle continues until we produce a design that you absolutely love.

About the Planner

We created this planner to help you better define your website or mobile application. Its meant to be a little thought provoking, and help us really focus in on what will make the biggest difference for your business or project.

The time you invest in completing this document helps us to deliver an awesome product, so the more time you can put in, the better. There is quite a lot in the planner, it may take an hour or two to complete but we guarantee that it'll be worth it.

Section Notes

Each section has a ***next steps*** area, this gives you a little background on how we use the section information.

Go crazy with the pen/pencil/crayon in the website sketch section. Really ! Give us some idea, any idea, of how you'd like to lay out your website. Most sites have two styles of pages. A home page layout, which is the front page of your website and often different to the rest of the pages, and a sub page layout which forms the basis for the rest of the pages in your site.

Questions ?

If you have any questions feel free to contact us at any time – email info@teleport.com.au or call Richard on +61 414 708 406 - leave a message if he's not around and he will get back to you promptly.

Introduction

There's lots of details to consider when planning a new website, mobile site or mobile application. We've put this planner together to help get you started in creating a fantastic web and/or mobile web presence.

Project Name

What is the name of this project ?

Company/Business Name

What is the name of your business, company or organisation.

Business Address

What is the street address of your main location ?

Business Postal Address

What is your postal address ? If the same as above then write **as above**.

Contact Name

Who should we contact for questions relating to this project ?

Contact Phone

What is the phone or mobile number for the above contact ?

Contact Email Address

What is the email address of the above contact ?

Website Address

What is the current or intended address of your website ?

Launch Date

Is there an intended launch date for the website ?

Budget

What is your budget for this project ? Is there an acceptable budget range, depending on the level of services provided ? If you have no idea what things cost then leave this blank.

Purpose and Goals

Often the initial answer is “because everyone else has one” or “to make money”, however, without refining your purpose beyond that your project will not be successful. The strategy, content and design all naturally flow from the reasons you want a website, mobile site, or mobile application.

Focus on the results you want to achieve and try to identify specific goals.

What are your top 5 goals ?

<input type="checkbox"/> Establish a presence, increase awareness
<input type="checkbox"/> Increase company/brand awareness
<input type="checkbox"/> Increase product/service awareness
<input type="checkbox"/> Increase product/service sales
<input type="checkbox"/> Generate requests for information
<input type="checkbox"/> Generate advertising revenue
<input type="checkbox"/> Direct product sales
<input type="checkbox"/> Build retail/business traffic
<input type="checkbox"/> Internal communication
<input type="checkbox"/> Knowledge sharing
<input type="checkbox"/> Offer service or support
<input type="checkbox"/> Reduce support costs
<input type="checkbox"/> Reduce existing advertising costs
<input type="checkbox"/> Develop a list of prospects/leads
<input type="checkbox"/> Build database for contacts/mailings
<input type="checkbox"/> Support existing marketing efforts
<input type="checkbox"/> Provide info about new products/services
<input type="checkbox"/> Provide info about new sales/events
<input type="checkbox"/> Provide info about new events
<input type="checkbox"/> Survey customers/prospects
<input type="checkbox"/> Recruit new staff/job opportunities
<input type="checkbox"/> Entertainment
Others :-

What are you trying to achieve ? Is it to sell products or services , generate traffic, communicate with investors, support products already sold ?

Your reasons may include some or all of these as well as goals not listed here.

This information helps us to design a more effective website.

Feel free to write any others below.

Once you've got your top 5 then rate them 1 to 5, with 1 being your most important, 5 being your least important. (Ranked Goals Master List)

How should the site fit with current marketing ?

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Should the project reinforce or reuse existing marketing ?

How will you measure success ?

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For the site to succeed in meeting your objectives results must be measured.

What results will reflect that success ?

How will you know this project has been successful?

Next Steps

- Determine a strategy for each specific goal.
- Determine key messages and type of content that will support the strategy.

Define your Audience

Who is your intended audience ? What are their needs ? Your answers to this section will help to determine the type and level of detail your site should provide.

Who is your external audience ?

- Current customers
- Potential customers
- Suppliers
- Potential employees
- Professionals
- Investors
- Trade organisations
- Competitors
- Children
- Schools or Educators
- Vision Impaired
- Other :-

These people are visitors to your website. They reside outside your organisation. Many groups may visit your site but try to limit your selection to the 2 or 3 most important groups.

Rank the audience. Start from 1 with 1 being the most important. (Ranked Audience Master List)

Who is your internal audience ?

- Everyone
- Management
- Marketing / Sales
- Operations
- IT
- Stockholders / Investors
- Other :-

Which groups from within your organisation will use the website ?

What action do you want people to take ?

- Make a purchase
- Request information
- Visit a store
- Search for information
- Subscribe to a mailing list
- Other :-

What do you want people to do when they get to your website, mobile site or when they use your mobile application ?

How often do you want visitors to return to your site or run your mobile application ?

- Daily
- Weekly
- Monthly
- As required (no fixed interval)
- Other :-

Will this be an ongoing resource ?
Will people return ?
Why would visitors come back ?

What are the key reasons a customer chooses your product or service ?

- Price
- Service
- Quality
- Value
- Other :-

What motivates your customers ?
What should the experience emphasise ?

Where is your market located ?

- Local
- Regionally
- National
- International
- Other :-

Is your market local, national or international ? This can help to determine content.

For example, international markets may require multi language. local markets may require directions, local maps or a store locator.

Next Steps

- Match the Ranked Audience Master List to the Ranked Goals Master List. (Aligned Master List)
- Create usage scenarios based on the Aligned Master List.

Competition and Other Sites

This section is very important. Find a few other websites, mobile sites or mobile applications that may provide direction on the content, features, look and feel for your project. The more work you put into this section the more your project will benefit. **Find at least three high quality sites** or applications (the more the better) that relate to your project. Consider branding, target customer appeal, colours, look and feel, the user interface, layout, size quality of content, quality of images, functionality, community, special features. Feel free to photocopy copy this page and attach add more pages to the rear of this document.

1) Site Name or Application Name ?

2) Site Name or Application Name ?

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1) Site URL ?

2) Site URL ?

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1) What are the distinguishing features ?

2) What are the distinguishing features ?

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1) What do you like or dislike ?

2) What you like or dislike ?

--	--

3) Site Name or Application Name ?

4) Site Name or Application Name ?

--	--

3) Site URL ?

4) Site URL ?

--	--

3) What are the distinguishing features ?

4) What are the distinguishing features ?

--	--

3) What do you like or dislike ?

4) What do you like or dislike ?

--	--

Next Steps

- Competitive analysis of these sites.
- Should your site match, exceed or avoid elements in these sites ?

Content

Content is King ! Content or information forms the basis of every successful project. It makes something useful, meets a need or gives people a reason to return to your site or re-run your mobile application.

As you go back over the sites listed in the previous section consider how they have met or not met the needs of their visitors.

Which informational elements should your site have ?

- About us
- Contact us
- Copyright notice
- Legal notice / disclaimer
- News
- Frequently Asked Questions (FAQ)
- Privacy statement
- Maps
- Postal or street address
- Refund statement / policy
- Other :-

These pages are becoming more common on modern websites. They fulfil basic expectations of what a professional site should offer, some of these are also applicable to mobile applications.

Which functional elements should your site have ?

- E-commerce / shopping cart
- Search
- Customer service / support
- Technical support
- Discussion forums
- Catalog or information order forms
- Newsletter
- Email
- Autoresponder
- Feedback form
- Members login
- Password protected areas
- SSL-encrypted areas
- Blog
- Other :-

Functional elements define key functions the site needs to perform. Select from the list, feel free to add your own if its not there.

Where does your website content come from ?

- Original content
- Repurposed copy
- External copy
- Other :-

Content written specifically for your website is best however if you source industry news or some content externally then put that here.

Who updates your website content ?

- We will
- You (Teleport / The developer) will
- We have an external party (eg journalist)
- Other :-

Who is responsible for updating the website ?

How often will content new be added ?

- Daily
- Weekly
- Monthly
- As required
- Other :-

Next Steps

- Describe in detail each functional feature.
- Identify resources, technical and budgetary issues for each functional feature.
- Provide detail for each informational element.
- Assign content responsibilities to resource identified above.
- Complete a website flowchart (Appendix A)

Marketing and Promotion

The success of your website depends on the ability to attract first time visitors. Promoting your site starts during development with attention to search engine requirements right from the outset.

What is your budget for marketing your website ?

Do you have a budget for promoting your website ? This might include print and traditional media or online marketing via Google Adwords or other paid advertising.

What is your website description ? (max 200 words)

Good website descriptions are brief, concise and to the point. eg. 'We build awesome websites!'

What are the keywords for your website ?

What keywords someone use to find your website on Google ?

List about 20 to 30 keywords or phrases that people might enter into a search engine to find your website.

If you're struggling then grab a few ideas from the Google keyword tool.

<https://adwords.google.com/select/KeywordToolExternal>

Are there any search engines or directories in which you would like, or have, paid placement ?

Some search engines or directories charge to have a listing or a more preferential listing.

Next Steps

- Design site launch plan.
- Integrate website with traditional marketing efforts.

Odds and Ends

This is a catch all category for any remaining items which we feel are important.

Do you have a target web browser ?

Most people use Internet Explorer, Firefox or Safari. If your audience has a different preference list it here. eg. Mobile web browsing (iPhone, BlackBerry ..).

Are there any extraordinary security issues ?

Will you be dealing with credit card numbers, medical histories, financial information or trade secrets ?

Where will you host your website ?

Do you have any preferences for a hosting company ? If so then list the company here.

Make sure the package you purchase includes all the functionality you require as well as room for expansion.

What is the budget for hosting and maintenance of the website ?

Cut-rate hosting can prove expensive when tragedy strikes. Quality web hosting costs between \$25 and \$60 per month. Website maintenance typically costs 20% to 25% of the development cost, per year.

Which content is likely to go out of date ?

Do you have website content that is likely to need updating ?

How quickly will content go out of date ?

How often will content need updating ?

How often should links be reviewed for accuracy ?

Sites often change and remove content. Offsite links in particular should be reviewed to ensure they're in working order.

What is the hosting server, username and password details ?

We'll need these details to upload your website.

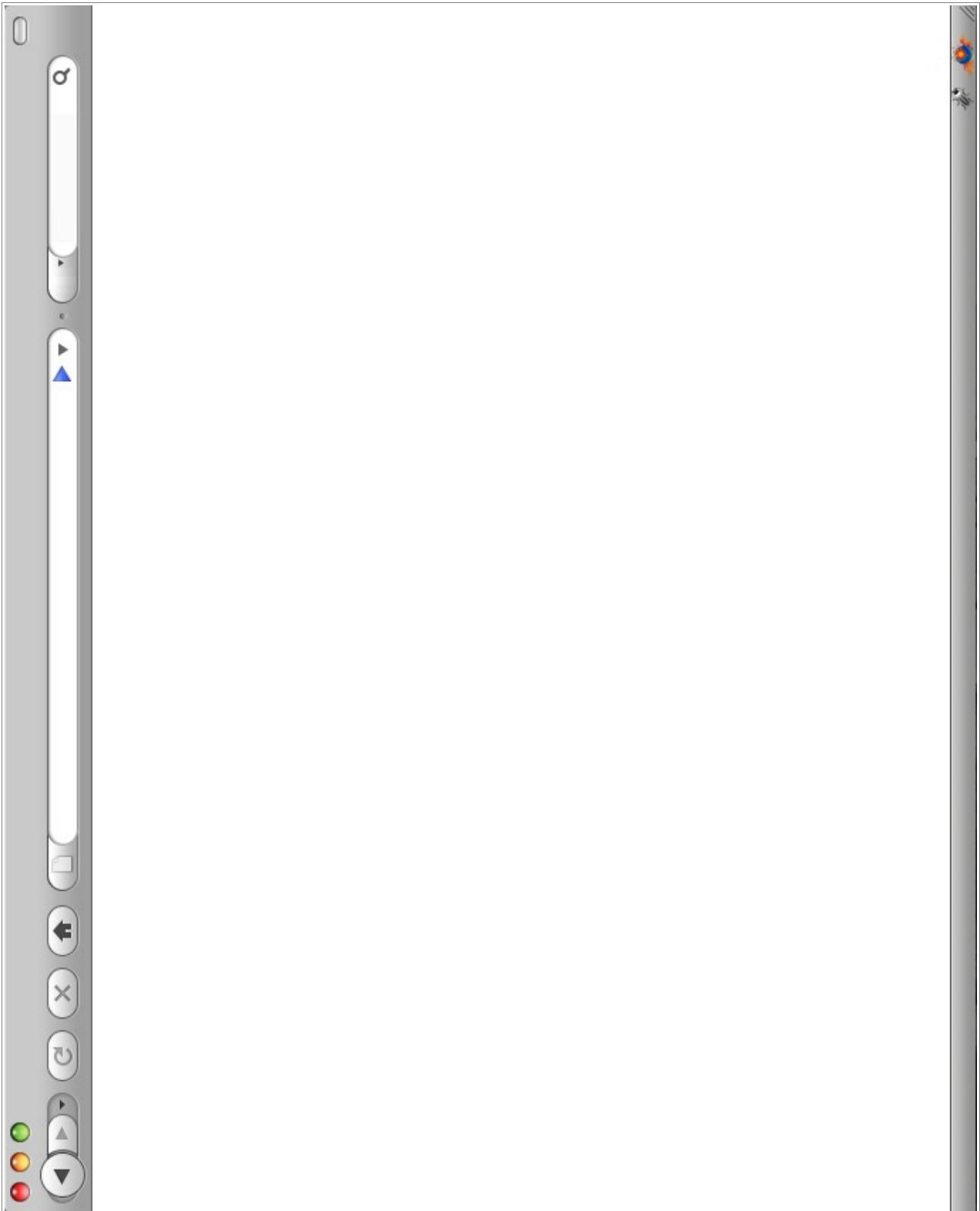
Its OK to leave this information until later in the process.

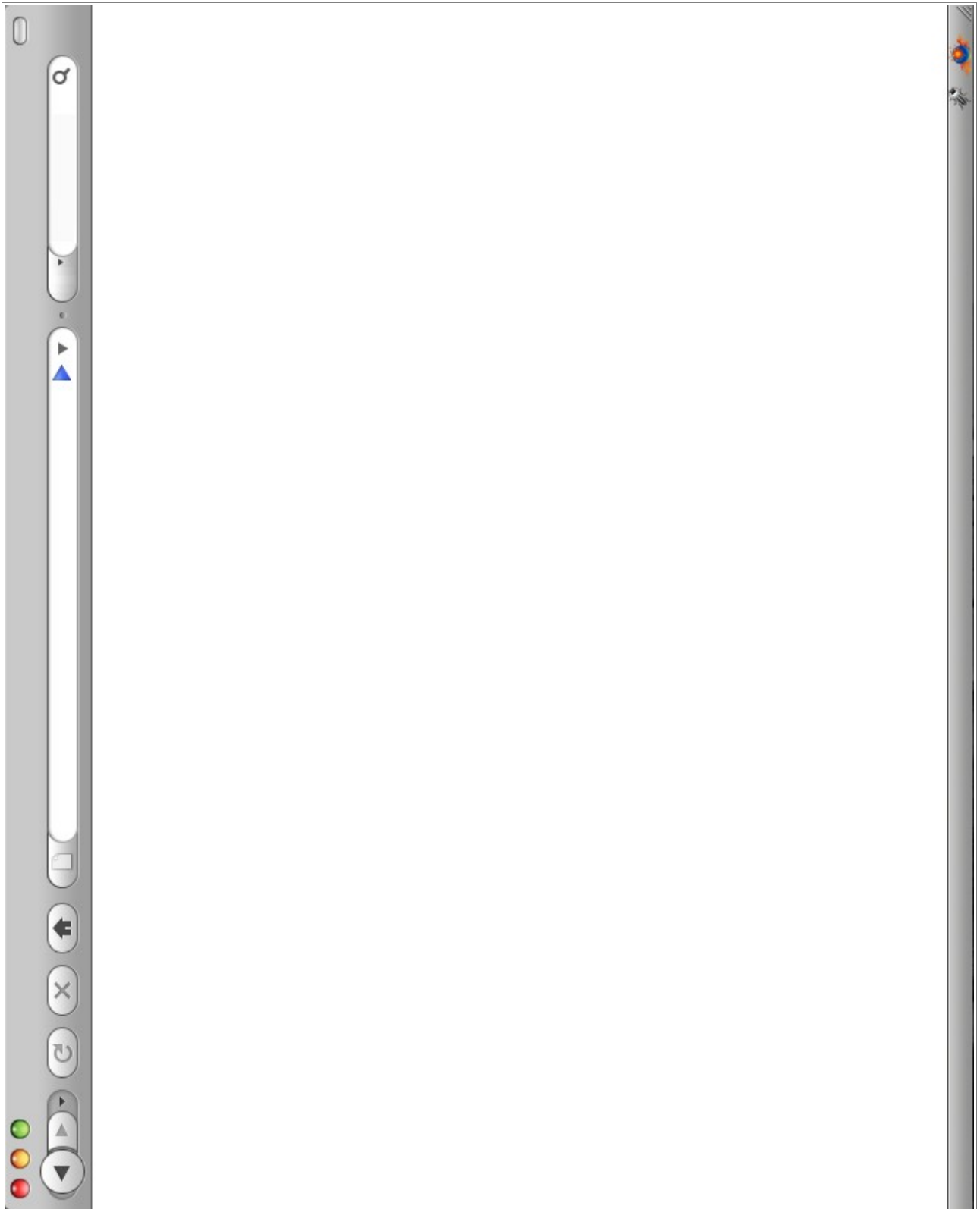
Content Flowchart

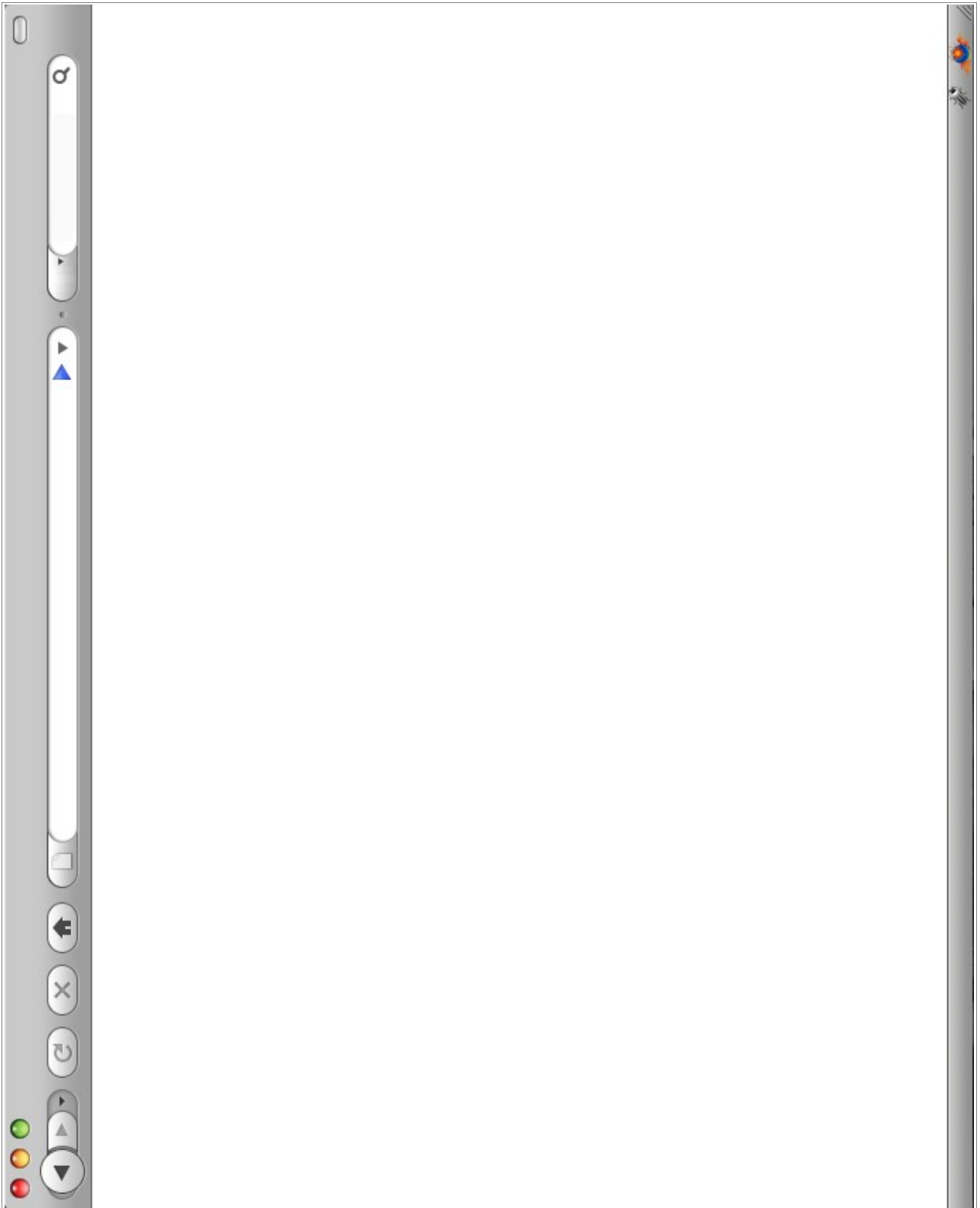
Sketch out a little map of the basic areas of your site. Start with the home page or main menu and link the areas you expect to include. You can turn the page sideways (landscape) if you like.

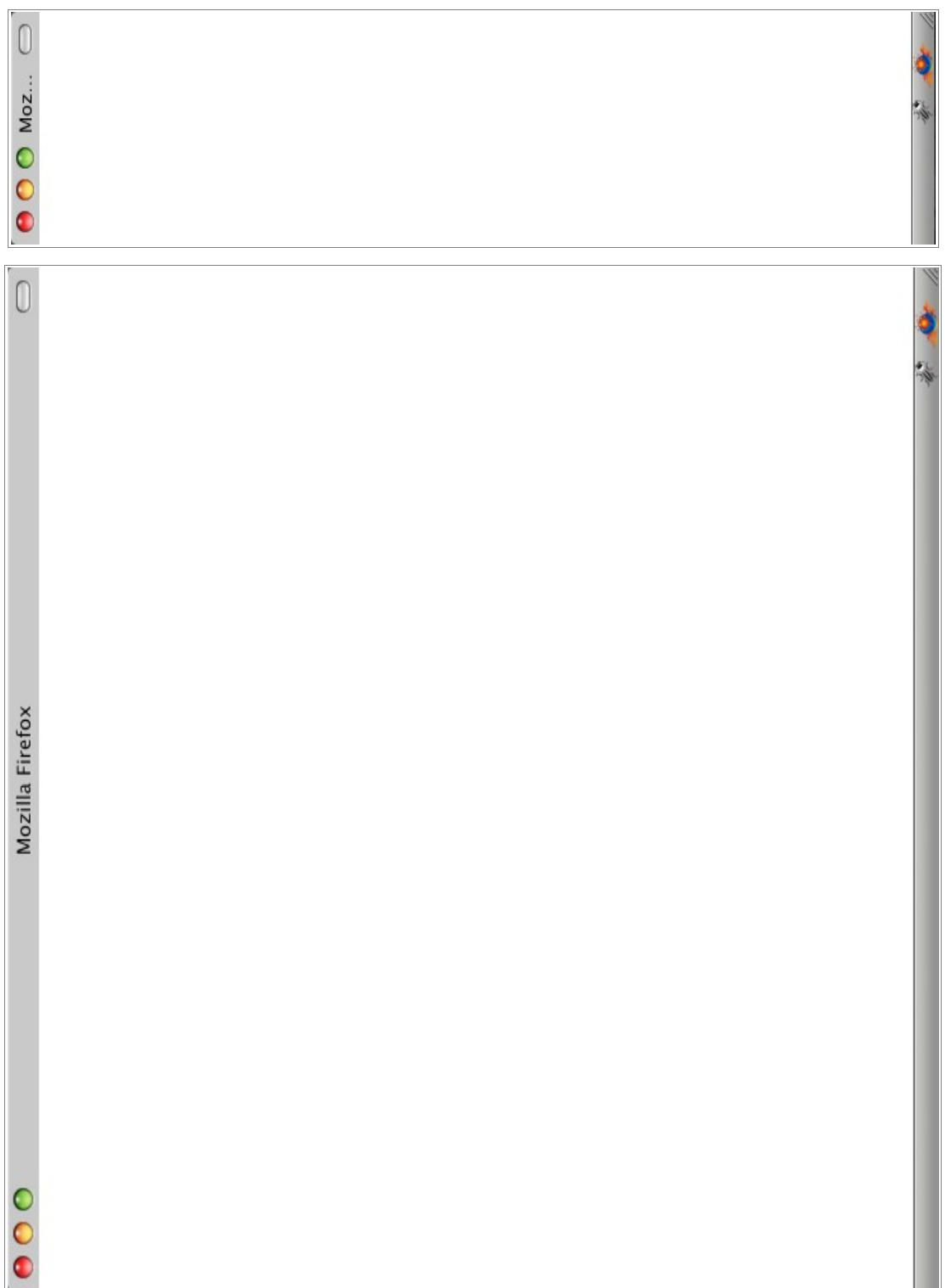
Website Sketch

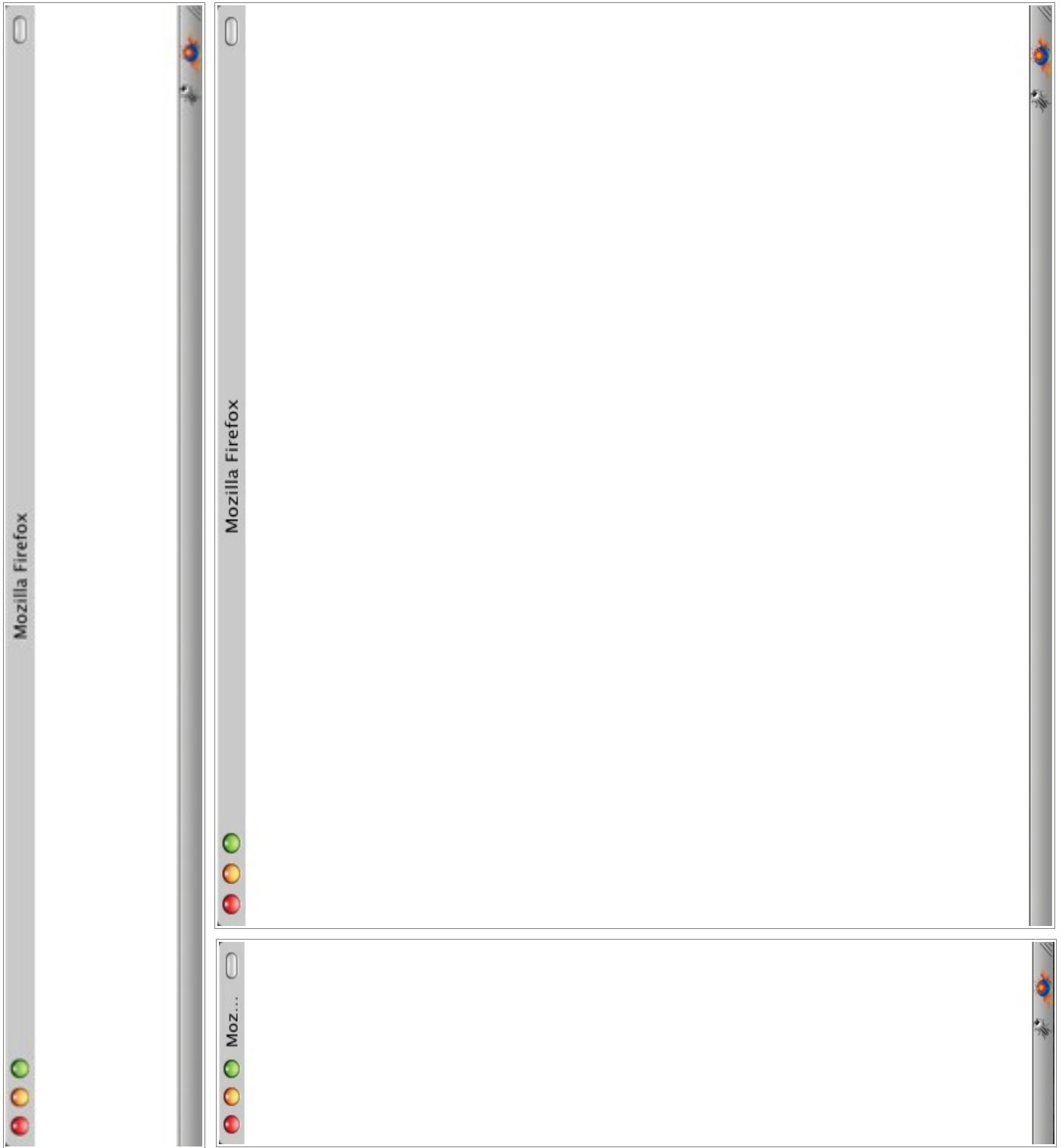
We've included a few browser screens so you can sketch out how you would like your website to look.











Mobile Site / Mobile Application Sketch

