



# WEBSITE DEVELOPMENT GUIDE



A GUIDE TO READY YOURSELF  
FOR WEBSITE DESIGN

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[www.logicsolutions.com](http://www.logicsolutions.com)

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*Thank you for taking the time to read this resource. This guide is intended to be paired with our "Website Content Checklist". Please note that even if you are unable to answer every question, any information you can provide us will be valuable in the quoting and development processes. We look forward to working with you!*

## OBJECTIVES

- 1 What is the purpose of your website? *(E.g. corporate, commerce, blog, magazine, portfolio showcase)*
- 2 What goals are you trying to achieve?
- 3 What brand image do you want your website to convey?  
*(E.g. dependable, knowledgeable, professional, fun and exciting)*
- 4 Who are your competitors? What distinguishes your brand from theirs?

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## USERS

- 5 Who is your target audience?
- 6 Are there different types of users that need different levels of access to various content? *(Please explain)*
- 7 In the planning and design stages, do you plan to engage test users for feedback?

## TECHNOLOGIES

- 8 Which devices should display your website?
  - a. Desktop computer
  - b. Laptop computer
  - c. Tablet
  - d. Mobile phone
  - e. Other (please explain)
- 9 Which internet browsers should be supported?
  - a. Internet Explorer, versions \_\_\_\_\_
  - b. Firefox, versions \_\_\_\_\_
  - c. Chrome, versions \_\_\_\_\_
  - d. Safari, versions \_\_\_\_\_
  - e. Opera, versions \_\_\_\_\_
  - f. Others (please list)
  - g. Don't know
- 10 Which Content Management System would you prefer to use?
  - a. WordPress
  - b. Drupal
  - c. Joomla
  - d. Magento
  - d. Magento
  - e. Don't need a CMS
  - f. Other (please list)
  - g. Don't know/Don't have a preference/  
Please make a recommendation

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## LOOK & FEEL

- 11 Do you already have an existing website that you're looking to update? If so, how many pages was the old website and approximately how many pages will the new site be?
- 12 Do you have graphic design needs? Would you like to engage Logic's graphic designers?
- 13 Please list a couple examples of competitors' websites with design elements that you would like to emulate.
- 14 Do you have a need for content writers?

## FUNCTIONALITY

- 15 Does the website need to connect to external backend databases or systems? Will there be any integration points?
- 16 Are there any security concerns involved with the website? Sensitive information? Restrictions on who sees certain information?
- 17 What server will the website be hosted on?

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## FUNCTIONALITY *(CONTINUED)*

- 18 How often will you add new content? Who will update the content?
- 19 Will you or your users require training in how to maintain and implement new material on the website?
- 20 Are there any other issues of which we should be aware?
- 21 Do you need to translate the website's content? If so, into what languages?

## BUDGET

- 22 What is your budget for website development?

### About Logic Solutions

Logic is a full-service custom web and mobile application development firm, specializing in content management, eCommerce and mobile app technology. Our services include web and mobile programming, business analysis, consulting, user interface design, UI/UX analysis, solution architecture, application integration and deployment. Logic was founded in 1995, in Ann Arbor, Michigan.