

Checklist for Planning a Web Site

Although all online materials require your attention to some of the same issues, Web sites require the following particular planning steps. Some of these steps need to be completed before others, but in essence, planning a Web site entails attending to the following steps concurrently.

- Have you created a comprehensive project guideline or definition?
 - Have you defined the essential goal(s) for the interface?
- Have you developed a document specification for the project?
- Have you created a compliance checklist to ensure that
 - Each task laid out in the document specification is completed?
 - Each component of the Web site includes the same level and quality of content and user support?
- Have you learned as much as you can about the environment in which the Web site will be used? Have you articulated your assumptions about the users and under what circumstances they will use the Web site?
 - Specific information about the intended users.
 - A range of potential task flows.
 - Relevant constraints and contingencies that impact how the Web site will be used.
- Have you decided which level of HTML to use?
- Have you decided which markup tags you will use?
- Have you decided on boilerplate information that will appear on each Web site you create?
 - Corporate identity markers (graphics, text, and links).
 - Copyright statements and other legal disclaimers.
- Have you decided on general interface style issues by completing tasks such as the following?
 - Identify an agreeable and functional color scheme.
 - Design the screen elements you will use, including
 - Menus
 - Browsers
 - Forms
 - Icons: size and resolution
 - Graphics: size and resolution
 - Alternate text for graphical elements
 - Define and test standard navigation pathways.
 - Breadcrumbs
 - Link indicators
 - Menus
 - Define how many levels “deep” the site will be.
- Have you designed and tested screen layouts and created templates?

- Have you drafted and tested a working model for each screen type?
- Have you decided on verbal style principles, including the following?
 - Active voice
 - Present tense
 - Concise wording
 - Consistent terminology
 - Standardized typography
- Have you created a project style sheet to document each style decision that is not included in your regular house style guide?