Clearleft

http://clearleft.com/

The Client Worksheet

While it is easy to make the simple complicated, it takes skill to make the complex feel simple. That is Clearleft's speciality.

We've put together this handy worksheet to help you capture your vision for the project. Think of this document as a business plan for your website. The more information you can give us, the better we'll be able to respond. Please answer each question in a clear and concise manner, and skip any questions that don't pertain to your project.

Because each member of your team may have a different vision for the project, we recommend completing this worksheet as a group. That way we won't miss any important opinions. Once you're happy that the worksheet clearly describes your project, please email it to andy@clearleft.com and we'll work out the right solution for you.

All about you

What's the name of your company and intended website?

BOSH (www.boshrun.com)

Describe your company

A motivational support network for runners of all abilities, based in Brighton.

Describe the concept/product/service your site will provide

A social network for members to keep updated with events and connect with other runners to encourage and motivate them.

We like to keep our address book up-to-date. Who are the main contacts for this project and what are their roles?

Scott Goodwin, creator of BOSH.

When would you like to start (tomorrow is pretty unlikely, sorry!)?

Begin initial research within the next couple of weeks.

When does it need to be completed (yesterday is definitely out)?

Clickable prototype by January 22nd 2015.

What is your specific reason for these dates?
(eg, tradeshow, product launch, before the pub shuts?)

Assessment deadlines.

Your budget dictates how much time we can devote to your website. What are you looking to spend to achieve your vision?
(eg, £10-20k, £30-40k, £50k+)

£500

What are you trying to do?

Give us your main reasons for commissioning a new website

To move away from Facebook to an independent site, because some members don't have a Facebook account. Also to streamline the service, having all content updated and in one place.

In order of importance (most important first) what are the business objectives for your site
(eg, improving sales rate, increase customer satisfaction, reduce time searching)

Increase member satisfaction, increase membership.

What is your measure for success, and what are you hoping to achieve?
(ie, 20% increase in sales)

Increase in member-created content. If there is an increase in members/ interaction on the site, then we will consider it a success.

What aspects of your current site work well and why are they successful?

There is at least some connection with other social media (Facebook and Twitter).

What's not so great and why do you think that is?

The online shop needs work. P&P needs to be added by the buyer and the method of payment is bank transfer.

The graphics are basic and the blog posts are difficult to navigate.

Who are you doing it for?

Who's coming to your site? Describe the different types of visitors to your website in as much detail as possible.

Everyone from complete beginners just looking for some support, tips and motivation to experienced runners taking part in marathons regularly.

How do you think your audience currently perceives your company and the

services you offer?

> Perceived as a very friendly, encouraging and a safe, accessible place for anyone wanting to be involved.

What do you imagine people using your site for? What will they want to do there?

> To give and receive advice, share stories and achievements, organise events and meet people also interested in running and exercise.

> They will want to be part of the club.

Why will people choose your site over others?

> It's non-judgemental, safe and local.

Outline any ideas for features you have for your site

> A blog for members to post articles, and a forum where members can have a discussion/open dialogue.

> Shop section to sell BOSH products.

How do these features support your business goals and the goals of your user?

> The goal is to create a community of runners, supporting each other and encouraging everyone to exercise and enjoy leading a healthier lifestyle. Allowing people to communicate with each other in a safe and friendly environment will help achieve this.

Design Concept

People are coming to your new site for the first time. How do you want them to feel about your company?

> We want new members to feel that this is not an elite running club, that everyone is welcome. We want people to feel that this will be a useful tool to help them get motivated, and that BOSH exists to encourage and celebrate successes, no matter how small.

Tell us a bit about your competition. Who are the runners and riders in your field (including their website addresses)?

> FitBitch women's running club (http://www.fitbitchrunningclub.com) based in Brighton.

> Nick Rivett Sport Run Squad (http://nickrivettsport.co.uk/run-squad/) based in Hove.

What works for them? What doesn't?

FitBitch's website is very visually appealing, and is well designed for its purpose.

The Run Squad also uses imagery and design far better than BOSH currently do.

Leaving your competitors aside, have you seen any sites recently that you've liked the visual design of? What did you like about it?
(if you can't think of any have a look through cssdrive.com or unmatchedstyle.com for a catalogue of good lookin' websites strutting their stuff)

http://flipp.ca - great use of imagery, clear and stylish.
http://socialdesignhouse.com - clean and crisp, hints of animation.
http://www.bigfishbikes.com - professional and clean looking site.

Let's briefly talk content. Aside from the features we discussed above, what else do you want your site to do?

We want members to be able to post content and respond to content, create and sign up to events. There will have to be some sort of regulation, possibly having a member log in, or integration with Facebook.

Would you like us to recommend somebody to build your software or content management system?

If so, what features would you like it to do?
(eg, updatable news, multiple authors, stock control, user moderation)

Additional Comments

We've tried to keep this worksheet as general as possible, but every project is unique. Here is your chance to add any extra information you think will be helpful.