

Clearleft

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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?

The Anita Gunn School of Dancing (www.anitagunnballet.com)

Describe your company

A ballet school for children based in Broadoak, East Sussex.

Describe the concept/product/service your site will provide

Mainly to give information about the school, classes, and term dates.

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

Anita Gunn, Founder
Ginny Coyle - main point of contact

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, ready to implement, by May 12th 2015.

What is your specific reason for these dates?

(eg, tradeshow, product launch, before the pub shuts?)

Leaving 5 days to finalise presentation, and 2 weeks until hand-in date.

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+)

n/a

What are you trying to do?

Give us your main reasons for commissioning a new website

To improve awareness of brand, communicate import information to customers and promote the dance school.

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 awareness, increase customer satisfaction.

What is your measure for success, and what are you hoping to achieve?

(ie, 20% increase in sales)

Increase in customers directly from the website. Business currently operates solely on word-of-mouth.

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

Current website is one page with limited information. Photographs are well chosen, and it is clear.

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

The background is messy on the eye. The colour scheme is dated and the website is rarely updated. It still contains term dates from 2 years previous.

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.

Parents of young children in the Broadoak/Heathfield area. Mainly

female, 30 - 40 years.

How do you think your audience currently perceives your company and the services you offer?

Perceived as a very traditional ballet school, services unclear from the website.

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

They will use the site to find out more information about the dance school. They will also use it to check term dates (so this will need to be kept up-to-date).

Why will people choose your site over others?

If they are local to the business, or if they are existing customers. It will also have to be more professional looking than other sites but also friendly and inviting, as well as easy-to-use and contain everything they are searching for.

Outline any ideas for features you have for your site

Users should be able to download a printable timetable booklet each term.

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

Allowing customers to download a term dates increases user satisfaction.

Design Concept

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

The company needs to portray professionalism and traditional values, but also a friendliness, approachability and warmth.

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

<http://www.carolinewrightschoolofdance.co.uk>

<http://www.susannacoxacademy.com>

What works for them? What doesn't?

Caroline Wrights School of Dance - A lot more information on the site, obvious contact details on every page, and a really nice looking gallery of professional photographs. Layout could be refined, and colour scheme is mismatched with the header, but quite effective overall.

The Susanna Cox Academy of Dance - Very nice, clean, modern website. Lovely scrolling effects and all the necessary information. Only downside is it takes quite a long time to load and could put people off.

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?

Possibility of a small, simple shop selling Anita Gunn School of Dancing clothing and accessories. The design of this could be done within this project, to fit the design and layout of the rest of the site. Implementation will be outside of the project, however, when products have been designed and ordered.

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

n/a

If so, what features would you like it to do?

(eg, updatable news, multiple authors, stock control, user moderation)

n/a

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.