

Checklist and customer survey for projects

The questions do not all have to be answered, but serve as a guideline for a customer survey about the project.

Relevant questions can be answered.

BILKE

Web and Software Development

1. Requirements

- You want a website create, modernize or correct!
- The website should be created professionally by a freelancer!
- It's content, graphics, text available!

BILKE

Web and Software Development

2. Technique

- A web server and a domain must be rented or is available.
- Suitable provider is
e.g. www.All-inkl.com, IONOS
- A content management system must be installed (e.g. Wordpress, Typo3, ...).
- Access to the content management system is required.

BILKE

Web and Software Development

3. Web Content - Checklist content

- What content is needed?
- How should the content be structured?
- Is there already content (text, images, etc.) that can be used?
- Does content need to be rewritten/adjusted?
- Who creates the content?
- Do external copywriters, photographers, etc. have to be brought in?
- Who checks the content for quality?
- Who puts the content into the site?
- Who updates the content?

BILKE

Web and Software Development

4. Web Design - Checklist design

- Do you already have advertising material?
- Do they have a uniform design?
- Are there certain graphic elements that come up again and again?
- Does the design have to be considered, or are there other design guidelines?
- What does the competitor's corporate design look like?
- Are there any design wishes, ideas of the customer?
- Which colours/colour combinations, images, typography could suit the customer?

BILKE

Web and Software Development

5. Company - Strategy checklist

- What are the strengths and weaknesses of the company?
- What are the focal points?
- How is it different from other companies?
- How is the company positioning itself?
- Does a corporate design already exist?
- Which communication measures have been implemented so far?

BILKE

Web and Software Development

6. Timeframe - Checklist Goals

- In what time frame should the project be completed?
- Is there a fixed deadline by when the project definitely has to be finished?
- Are there important milestones?
- What quantitative and qualitative goals are being pursued?

BILKE

Web and Software Development

7. Notes

BILKE

Web and Software Development

Blank lined area for notes or contact information.

Bilke Web- und Softwareentwicklung
Hanauer Landstrasse 291 B
60314 Frankfurt am Main

Mobile: +49 174 849 3008
Mail: info@dominic-bilke.de
Web: www.dominic-bilke.de

BILKE

Web and Software Development

BILKE

Web and Software Development