

Internet??

↳ Policies & Procedures
↳ Specifications

Website Brief

NAME OF BUSINESS	Central Tablelands Water.
ADDRESS	
KEY CONTACT	
PHONE	
EMAIL	
WEBSITE	ctw.nsw.gov.au.

The purpose of this brief is to give us an idea of your needs so that we can best address them.

Please complete this brief with as much information as possible, once completed we will arrange to meet with you to discuss your responses and requirements, and in turn the possible outcomes.

BACKGROUND INFORMATION			
New Website	Replacement Website		
URL address	ctw.nsw.gov.au		
Have you registered your domain name and do you have hosting?	<input checked="" type="checkbox"/>	Yes	No
Do you approve us to register your domain name? <small>(please note registration of domain name and website hosting will be an additional charge)</small>		Yes	No <input checked="" type="checkbox"/>
Do you approve us to setup your web hosting? <small>(please note registration of domain name and website hosting will be an additional charge)</small>		Yes	No <input checked="" type="checkbox"/>
Google Analytics access information			
No.			
Motivation for change/Why do you want a website : Old & chunky.			
Original website. Not mobile responsive & won't be supported into the future.			

BUSINESS OBJECTIVES

Objective 1.	Residents informed of projects
Objective 2.	Water disruption notification.
Objective 3.	Lake Rowlands water capacity / water restrictions
Other information	Bill information & payment.
Information resource for all things water.	

AUDIENCE

Identify the audience segments you hope to reach below:

Target Audience 1.	Residents.
Target Audience 2.	Councils.
Target Audience 3.	

Describe your ideal customer profile...

Residents

Why will they visit your website?

For example, articles, product information, contact details, pricing, case studies, online shopping?

Pay water bills.
 water disruptions
 Water levels.

- ↳ include logo & link "Smart Water Mark"
- ↳ Blayney Shire, Carbone, Weddellin. LGAs
- ↳ CENTROC.

FUNCTIONALITY

- Ability to scale to e-commerce where residents can pay online & review water readings etc.
- Search function.

CONTENT

What does the business do?

Short summary including product/service range, history etc.

Water resource management

Product/Service focus:

Water.

Who is going to write/rewrite the content? Who is going to upload content into the online shop/database?

Please note that any content writing is an additional cost.

CTW - download into a word.

What level of Content Management do you require once the website is live?

Please note this will vary if you simply want to update existing content i.e. price changes or the capability to introduce new pages

High level

What do you want people to do when they get to the site?

Buy from the shop		Read Blog	✓	RSS feed ^{DA Water} - Lake NSW	??
Subscribe for newsletter	✓	Social Media links	✓	Contact Form	
Call us (Click to call)	✓	Gallery: image / video		Instagram Gallery	
Login		Testimonial ribbon		Logo ribbon	
Interactive Map		Tailored Google Map		Database	
Accommodation Booking		Forums		Calendar	
Other					

SOCIAL MEDIA INTEGRATION

Please tick the social media platforms you currently utilize and would like integrated with your website.

CHANNEL	INTEGRATE?	URL / INTEGRATION INFORMATION/LOGIN DETAILS
Facebook	✓	
LinkedIn		
YouTube		
Google+		
Twitter		
Instagram		
Blogger		
Mailchimp		

WEBSITE STRUCTURE

What are the key website pages and what do you envisage your website looking like?

Please draw what the Home page of your website might look like?

* Include smartphone & Tablet



Not yet but able to scale.

E-COMMERCE

How many products and product categories do you have?

[Empty response area for product and category count]

What payment gateway do you want to use?

e.g. PayPal or After Pay

[Empty response area for payment gateway]

Who is going to upload the content into your online shop?

Please note that any content upload an additional cost.

[Empty response area for content upload]

What level of Content Management do you require once the website is live?

Please note this will vary if you simply want to update existing content i.e. price changes or the capability to introduce new pages

[Empty response area for content management level]

DESIGN ASSETS

Please indicate which assets you already have.

eg. Logo, style guide, image library high resolution – portrait and landscape. No images from phones, tagline, favicon

Logo, images

review font & brand

Please indicate colours/fonts you like.

Please note that not all fonts are web safe and might not be able to be used online

No Style Guide

DESIGN IDEAS

List 3-5 websites that you like and why.

WEBSITE	WHY YOU LIKE IT?
Roo County Council.	Layouts & Quick links, About Water ^{water for life.} Current Dam level
Goblenfields.	Lots of money
Riverina Water Council.	Messages in slider Announcements.

IT

Domain name:

Host details:

Email hosting: Please list all emails and where they are hosted with?

SEARCH ENGINE OPTIMISATION (SEO)

Priority key words:

Priority phrases:

TIMEFRAME

BUDGET

APPROVAL PROCESS

Who and how will each of the website stages be approved: Content, Design, Final.

Please note you will need to manage your internal approval process – each milestone approval is binding. Any changes after each stage of the approval process will be an additional charge.

Downloads ~~10,350~~ hours. 10,350
Architecture + Design - 10 hours. \$260
Construction - 50 pages - 100 hours. ~~\$700~~ \$650
SEO - ~~280~~ 15 hours (\$50)
Mobile Platform - \$550