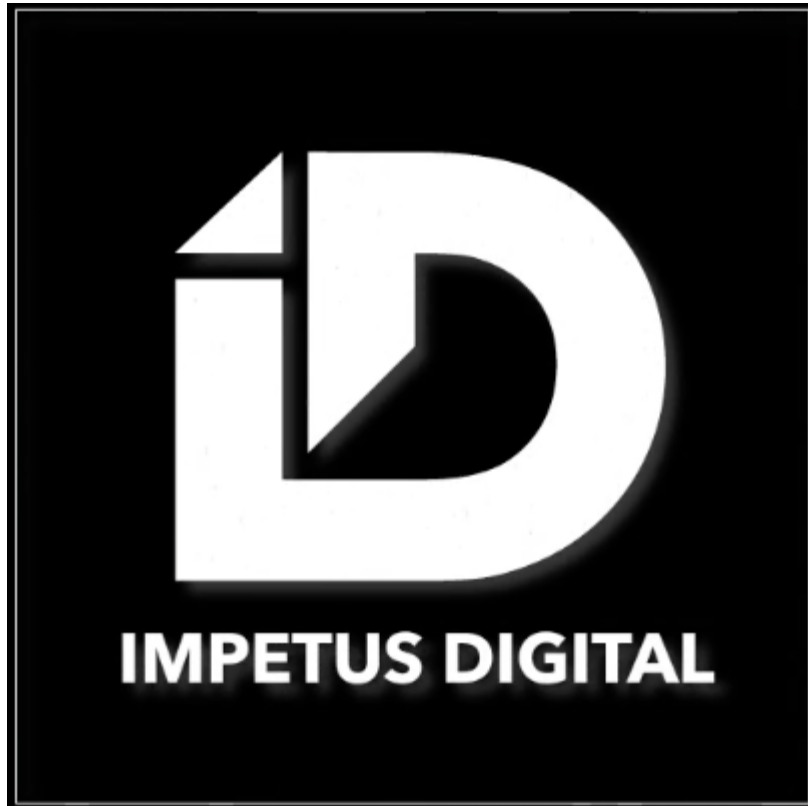**Web Design and Development Checklist**

Impetus Digital

Forward Together

Web Design and Development Checklist

Overview of our requirements

1. Communication Channel

   a.   A clear communication channel should be established including a primary and a secondary point of contact.

   b.   For ease of communication, we would advise setting up a WhatsApp group with relevant parties so that the communication happens instantly and effectively.

   c.   The email addresses of all points of contact should also be provided as an additional channel of communication.

2. Brand Guidelines

   a.   An overview of client brand guidelines should be provided so that designs and content created by Impetus Digital aligns with the brand of the clients

   b.   Requirements as per the brand guidelines are as per the below:

   i.   Logos

   ii.   Brand colours (in hex code, e.g #202123)

   iii.   Typography- The fonts to be used for the website texts and design elements.

   c.   Should you not have brand guidelines in place, Impetus Digital will be pleased to assist you in establishing brand guidelines for your business.

3. Functionality

   a.   The client should provide a detailed list of required functionalities, such as e-commerce, contact forms, appointment scheduling, or social media integration.

   b.   Should you require assistance or guidance in terms of functionalities which would be required for your business, Impetus Digital will be pleased to provide our expert's advice on same.

4.   Technical requirements

      a.   The client should provide any technical requirements for the website, such as hosting, domain name, SSL certificate, or third-party software integration.

      b.   Impetus Digital provides the aforementioned services as part of our web design package.

5.   Design Preferences

      a.   The client should provide design preferences, such as style, layout, and visual elements, to ensure the website aligns with their branding and target audience.

      b.   While we will be taking charge of the design elements of your website, providing us with a general direction will help us with designing a website that aligns with your digital objectives.

6.   Timeline

      a.   We would request for a pre agreed timeline and deadline for the completion of the project.

      b.   Impetus Digital can also accommodate for specific milestones for the Website.

      c.   Please note that the final deadlines and milestones will be agreed after a consultation with the Impetus Digital team so that we can ensure its feasibility and whether the target is achievable.

      d.   In the interim, kindly provide us with a tentative deadline in the form below.

7. Content Assets

    a.   Clients should provide the agency with any existing content assets they have, such as photos, videos, or blog posts that can be used for the website.

    b.   Impetus Digital will assist you with the creation of your content as per your brand guidelines as well as providing our photoshoot and videography services as required.

    c.   We would also request for your kind comprehension and cooperation should we find ourselves in need of additional assets for your website.

    d.   To ensure a seamless and timely completion of your project, we would insist that all content assets to be ready prior to starting the Web Design project so that we may achieve our set timeline.

8. Budget

    a.   Clients should provide the agency with a clear understanding of their budget for their website so that Impetus Digital may provide with an accurate proposal tailored to fit your needs within your allocated spending.

Now that you have a clear understanding of our requirements, we would request that you fill out the data below to the best of your ability.

Please rest assured that Impetus Digital remains at your disposal to provide any assistance where required and we will be more than happy to guide you along the path to establishing your strategies.

However, we will be in a better position to help you achieve your marketing goals should you already have a general direction in mind.

We look forward to a fruitful collaboration.

1. **Communication Channel**

Name	Phone Number	Email Address

2. **Brand Guidelines**

Logos	Please send the logo as an attachment
Colour codes (Primary and secondary colours)	
Typography (Fonts)	
Others	

3.   Functionality

Functionality	Details

4.   Technical Requirements

Technical Requirement	Details

5. <u>Design Preferences</u>

6. <u>Timeline</u>

Milestone	Deadline
Project Completion	

7. Content Assets

Kindly send us the assets digitally through WeTransfer (https://wetransfer.com/)

8. Budget