

## GETTING STARTED GUIDE

### INTRODUCTION:

CyberPod wants to design and develop a leading class web site for you and in order for us to produce a site that fully meets your requirements we need you to supply us with some essential information.

This guide is intended to help you decide what kind of web site you need and begin planning its content and structure.

It won't take you long to work through the guide. The information that you provide will enable us to give you an accurate quotation covering all aspects of the design and development of your web site and ultimately to produce your ideal site.

If you've downloaded the Word version of this guide you will be able to enter the required information electronically and you can then send it to us via email. If you are not able to complete the Word version then we can direct you to an online version of the guide – just drop us an email at [info@cyberpod.co.uk](mailto:info@cyberpod.co.uk) and we will give you the web address.

If you are not able to provide any of the information requested below then please feel free to contact CyberPod for further guidance.

### SITE OBJECTIVES:

*What is the broad objective or purpose of the proposed web site? Make a note of what you hope to achieve through launching your web site...*

**SITE FUNCTIONALITY:**

*Which of the following types of functionality do you want your web site to offer?*  
 Check all the options that apply and make a note of any other functions/features not mentioned here...

- Text-based information
- Gallery of images
- Email/feedback form
- Document downloading (e.g. pdf or Word documents)
- Online ordering (not including online transactions) \*
- Online ordering with secure transactions \*
- Shopping cart \*
- Other (please list below)

**SITE CONTENT:**

*What types of content do you want to include in your web site? Do you already have this content or does it need to be created? If you do already possess the content, is it available in a digital form?*

Content Type:	Already Created:	Posses in digital form:
<input type="checkbox"/> Text	<input type="checkbox"/>	<input type="checkbox"/>
<input type="checkbox"/> Still images/photographs	<input type="checkbox"/>	<input type="checkbox"/>
<input type="checkbox"/> Audio/music	<input type="checkbox"/>	<input type="checkbox"/>
<input type="checkbox"/> Video clip/s	<input type="checkbox"/>	<input type="checkbox"/>
<input type="checkbox"/> Animated/interactive content	<input type="checkbox"/>	<input type="checkbox"/>
<input type="checkbox"/> Other (please specify below)	<input type="checkbox"/>	<input type="checkbox"/>

**SITE STRUCTURE & MOST WANTED RESPONSE:**

*How would you like to divide up the content of your web site?* It is important to recognise that web pages are most effective if they don't contain too much information on each page. Research indicates that the vast majority of web users don't like to scroll when they browse the web so you need to think about what you can reasonably fit on a single page. As a rough guide, don't aim to include more content than would fit on one side of A4 paper. It is a very good idea to look at other web sites and see how they structure their content. This should help you to decide what might work for your site.

As well as deciding upon the different sections/pages that you want to include in your site it is important to consider what kind of response you would want a user to make when they visit each of these sections. This is known as the Most Wanted Response (MWR). The MWR for one page might simply be for the user to visit another particular page in your site or it could be that you want the user to send you an email requesting further information or perhaps make an online purchase.

If you can, make a list of the sections/pages that you expect to be included in your site and also note the MWR for each of these sections/pages...

**SELECT A PACKAGE:**

*Which of the CyberPod packages do you think will best meet your requirements?*  
Please refer to the Services section of the CyberPod web site or the Service Guide which can be downloaded from that section.

- CyberPod Standard
- CyberPod Multimedia
- CyberPod Dynamic
- CyberPod DIY Dynamic

**EYEING THE COMPETITION:**

It is very helpful to identify existing sites (possibly of your competitors) that you think feature the kinds of functionality or style that you would like to see in your own web site. *If you can, please list the addresses of these sites in the box below.* This will help us to design a site that meets your requirements. Examples of sites that you don't like may also be useful.

Remember that we are more than happy to provide further guidance if you are unsure about any of the above. Simply email CyberPod at [info@cyberpod.co.uk](mailto:info@cyberpod.co.uk).