

# Make a Plan

Goals, tasks & features



# Step 1

Define your business goals

# Business goals are:

The big picture.

The raison d'être.

The foundation to everything you do.



**Business goals are**  
led by questions.

What does your business do?

***We design and sell widgets!***

What makes your business different?

***We research, design and produce our widgets in Alaska. Our process is community based and forward thinking.***

What do you hope to achieve?

***Become the #1 widget  
business in Alaska.***

How?

*Build a strong brand by  
being active in the  
community.*

*Build a product that  
delights.*



How will you measure success?

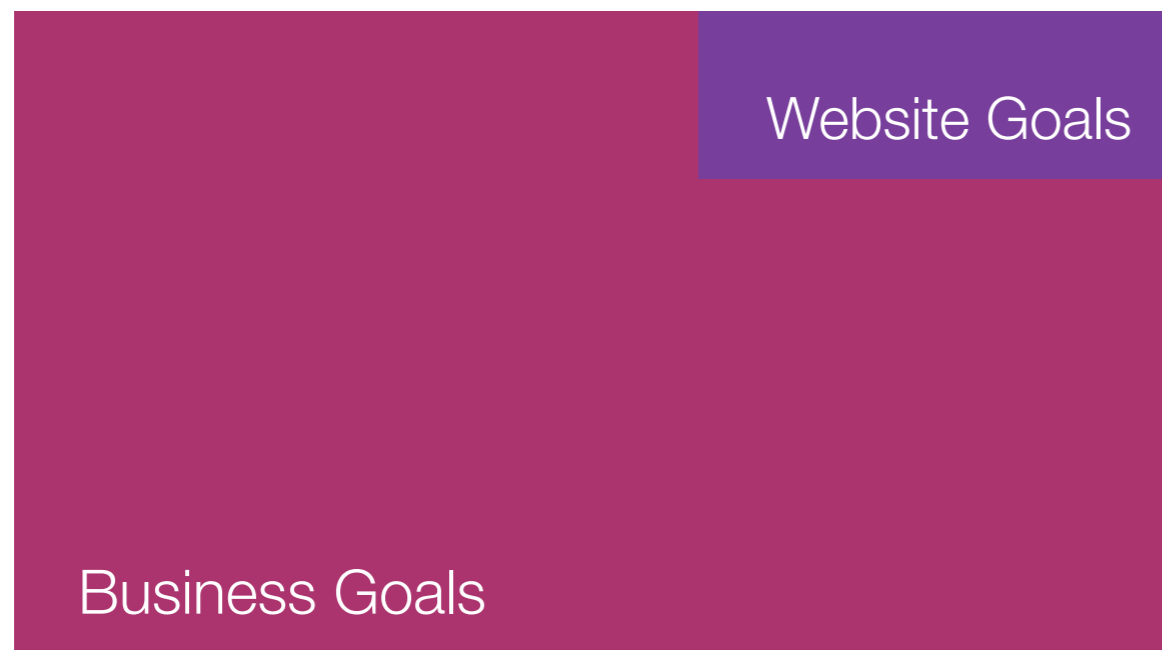
***Net \$500k next year.***

***Have health care plans for all employees.***

***Donate 10% to charity.***

# Exercise:

1. What is your #1 business goal?
2. How will you measure that goal?



# Step 2

Define your website goals, tasks & features

# Types of websites

- Convince (marketing)
- Inform
- Facilitate specific action (provide utility, ex. AK Airlines or FaceBook)

# Website goals

I want my website to:

- Be my primary tool for selling widgets.
- Provide my patients with health care resources.
- Be the central portal for my political campaign.
- Promote interaction with my target audience.

# Website tasks

## Actions (verbs!!)

- Purchase products
- Fill out forms
- View portfolio of work
- Get support
- Make reservations

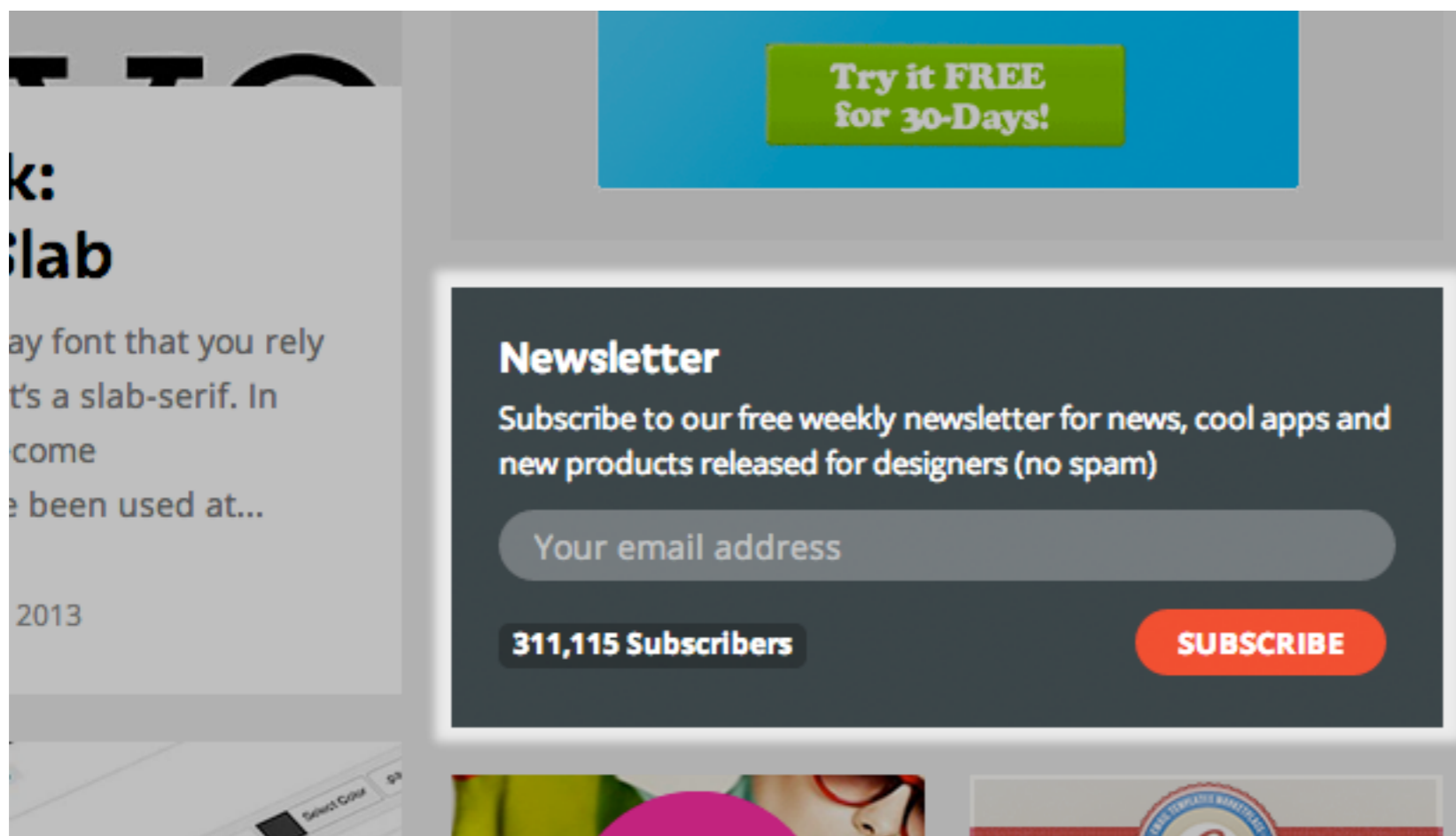
# Website features

Tools, buttons, content (nouns!!)

- Shopping cart
- Blog
- Video library
- Contact form
- User registration

# Website features

Use a call to action!





**AWESOME CLIENT**  
Site Requirements



## Project Goals:

- Improve website user's experience
- Provide educational materials for patients
- Use a Content Management System so that the website can be updated in-house
- Reorganize menu & pages

## Tasks that the Web site must support:

- Learn about illnesses and conditions
- View online slideshows & videos
- Download patient forms

## List of proposed features:

- Multi-media education area with PowerPoint screencasts and PDFs
- Video management tools
- Patient forms section
- Interactive Google Map
- Search bar

# Exercise:

- What is the #1 task that users will perform on your site?
- What features will your site have?

