

Website Specification Document Template

About your business/organisation

1.1. Overview

Explain what your business/organisation is and what it does.

1.2. Background

Explain why you need a website developed or redeveloped at this stage

E.g. If it is for a particular project or a particular audience, or if it's an upgrade of an existing website.

1.3. Current Situation

Give details of what you currently have got, including Domain name, web hosting company etc. if this is appropriate.

About your Project

2.1. Overview

Give details of why you are developing a website.

E.g. To sell online.

2.2. Timescales

Give details of project process and timescales

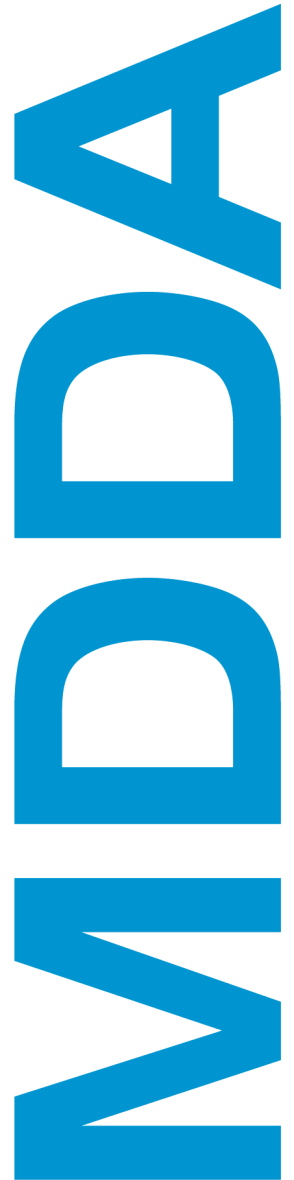
E.g. We are looking for 3 quotes from web-developers within the next 6 weeks, to develop an e-Commerce website to launch in 3 months.

Specification

3.1. Overview

Explain what the website is for and try and summarise it. In the sections that follow you should list what it is you want and explain that project applicants will be judged on how they interpret the brief, their proven ability

E.g. Design, technology



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3.2. Stakeholders

The website has a number of different stakeholders -: (amend as appropriate)

- existing clients
- existing suppliers
- new/potential clients
- funders and statutory bodies
- project team
- other

E.g. The main audience is.... Workers and volunteers in Social Enterprises across Greater Manchester (amend accordingly)

3.3. Design

Here list any design issues – relates very much to the audience/stakeholders.

e.g. “corporate look” “friendly look” – whether or not it should incorporate any existing design elements, colours or logos.

3.4. Navigation

You may not have a clear idea of navigation at this point – but if there are any particular issues or principles then include them here. You may also want to include some features in at this point (e.g. search/site map) but it might be better to work in general principles and see what solutions will be provided by the developers.

E.g. You should be able to get anywhere on the site within 3 clicks, that it is intuitive to use, provides contact details on every page.

3.5. Accessibility

Websites should comply with the Disability Discrimination Act.

A generic statement along the lines of “the website should be designed so that it incorporates relevant accessibility features” can put the onus on the developer to show they understand accessibility.

3.6. Content

Give an indication of type of content that will be included on the site, why, who will provide content, how often it will change.

E.g. The site will include text, graphics, audio, video, PDF’s etc.



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3.7. Administration

It is important that you know how your site will be administered, this will effect how and who will update/change your website.

e.g. If you are looking to have a CMS (Content Management System) developed then you will probably want to have a number of administrators by a number of users (who are they and what are their roles) and must be able to be administered from any internet connection as follows:

- a) 1 site administrator will have permission to change content, create new pages etc. and moderate the site, whilst 2 other administrators will have permission to update the “news” & “events” pages only (this will be particularly important if you are getting a

For a non CMS driven website (brochure site) you will still need to have access to web statistics and the ability to make or request limited changes to the content on your site.

E.g. The site should be developed such that we can update certain pages using Contribute software.

You also need to specify that you will require training in the use of the admin. system for those that need to use it.

You will also want to get web statistics and this will be another function of the administration.

3.8. Additional Functionality

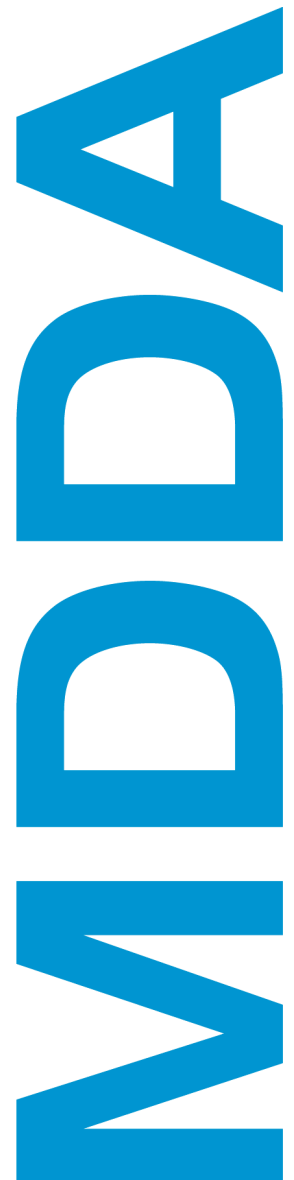
If there are any particular functions that you need then detail them. I would suggest that you make a distinction between “Must have” and things that you want to see what the price might be.

E.g. An online poll; a forum or registration system.

3.9. Security

Specify any levels of security that you require.

E.g. a secure member’s area; an e-commerce or payments system.



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3.10. Hosting

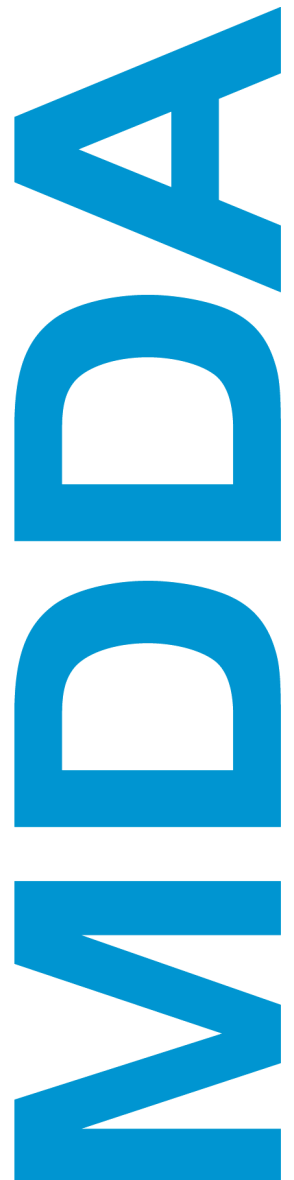
Ask for hosting (and domain name registration) costs as a separate item. Give a level of service that you require or don't require.

E.g. eBay needs 99.99999% uptime – you probably don't. If you expect a large amount of visitors and downloads to the site this can be more expensive as well. Insist that any solution is scalable and can be ongoing beyond the initial period.

3.11. Ongoing relationship with developer

After delivery of your website there is likely to be a snagging period where problems will be identified and you need to specify the process etc. for resolving these problems, you also should factor in a series of follow up meetings with the web developer to go over what has worked, what needs improving on your site

E.g. after the first 3 months and then 6 months later.



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