

Rough Concept Template for Website xy.de

Introduction & Website Goals

Describe the prerequisites and context of the site. Address the following questions: Who are the clients? What is the scope of the project? What specific business purposes does the website serve, and how does it support the clients' long-term goals? Can these goals be made measurable through key performance indicators?

Unique Selling Proposition (USP)

What makes the provider special? What advantages do customers have when they choose them over the competition?

Target Audience

Which target audiences should be addressed? What are the relevant demographic characteristics (age, gender, profession, income, living situation) and the current behavior of these people in relation to the things relevant to the website?

Target Audience Needs

What general interests do the potential visitors of the site have? What might interest them on the site? What specific challenges does the target audience face, and how can the website help them overcome these?

Site Content

What products or services does the website offer? Are these rather high-priced, or are they attractive due to their low price? What content on the site is essential for the target audience? (A keyword list is sufficient; naming and order do not yet represent the site's structure.) How is the content conveyed? (Style, media) What is the approximate scope of the site? How do we ensure that all content actually supports the visitors' UX and helps achieve the site's business goals?

Technical Requirements

Does the site have special technical requirements (shop system, content management system, databases, contact form, chatbot)?

Maintenance & Features Planned for the Near Future

Should features be added after launch? How does that improve the site? How can the site be kept as lively and up-to-date as possible?

Measuring Goal Achievement

How will it be determined after launch whether the site has achieved its goals?

Accompanying Measures for Launch

What measures can accompany the launch to achieve optimal impact and attract visitors to the site?