**My website name:**

**Goals for my website:**

**Who do you want to come to your website?**

List the groups of people or other stakeholders who might come to your website.

**What actions do you want visitors to take on your website?**

For example:

* complete a registration form to become a volunteer
* book on an event by sending an email
* book on an event by completing a booking form
* ring a telephone number for advice

**User needs statements (to come back to later)**

Write as many statements as you can in the next few minutes. This can be useful to do with others if you have staff or volunteers who can help.

**As a** [who are you?]

**I need** [what do you need to do?]

**So that** [why do you need to do this. what is the purpose?]

As a…

I need…

So that…

As a…

I need…

So that…

As a…

I need…

So that…

**Website structure**

Write a list of pages you may want on your website. If you think you already have an idea of groups of pages you can add bullet points e.g.

About us

* Mission and vision
* Team
* Trustees

You may find that you only need a paragraph or two about a subject and it doesn’t need to be a page of its own.

**What websites do you like and why? (come back to later)**

This is useful to help you think about the ways in which people read and experience websites. It might be because of that the website helps you to do, how it looks or how easy it is to use.