

What Will A Web Developer Expect From Me?

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You have finally hired a web developer. After shopping around, getting back proposals with confusing terminology, asking you questions you had no idea what to answer. It's done. Your work is over, it's now the developer's turn to take over and begin building that beautiful, distinct, quality web site of which you have been waiting so patiently. But not so fast, your work is not quite complete.

Your developer will need your help in creating that web site. If you have hired out side your company, the developer will need your knowledge and insightfulness to begin work. There is much left for you to do. You can expect a couple of meeting either in person or by phone. The first meeting is a "getting to know your company and business" meeting and an interchange of ideas. It is crucial for a smooth design process with both parties. The second is a follow-up meeting that may repeat the first but only to be sure that all parties understand and have properly communicate. There may also be short discussions and correspondence between these meetings. The third will discuss the draft design and navigation, as the final meeting will be to review the final product and begin testing.

The First Meeting

- ▶ Signed Contract. A contract protecting you and the developer
- ▶ Discuss Goals and Objectives
- ▶ Discuss Target Market. Who do you want to reach with your web site?
- ▶ Discuss budget. I know it's tough but a budget helps both parties organize and stay focuses.
- ▶ Review product and services. Your developer will ask for a list of all of your products and services with descriptions of each.
- ▶ Future plans. Discussing future plans of the site can help the developer prepare for future changes in the web site's navigation or the type of maintenance your company may need.
- ▶ List of web sites you admire. This can help the developer gain some insight on the type of site you envision. Did the site have animation? Clean or cluttered? Login for members? Colors you liked? Layout you liked?
- ▶ Discuss timeline. When do you need have this completed? Can you meet your own timeline for content and corporate logos and images? Will the developer's schedule conflict with yours? If so, how can you mutually work?

The Second Meeting

- ▶ Provide current and past marketing material include original logo files, schedules, brochures, etc.
- ▶ Product List (ecommerce). Categorized list of items to display or sell online. Will these products have corresponding photos? If so, do you have these photos either on disk or ready for scanning?

- ▶ Review timeline
- ▶ Review submitted content
- ▶ Review budget
- ▶ Hosting Needs reviewed
- ▶ Emails required

The Third Meeting

- ▶ Review storyboards
- ▶ Review timeline
- ▶ Review content rewrite. Often your web developer will want to revise your content to make it suitable for web site's target market.

The Fourth Meeting

- ▶ Review
- ▶ Testing of final product

Take your time and think about what information you'd like to portray and reveal. This will be seen by millions of people so be careful about not giving away too much information.

Now is the time to get your company on the World Wide Web. The Internet can take your business to the next level and provide your customers and prospects a valuable tool. Take advantage of this opportunity.