Objectives

|  |
| --- |
| Does the request concern development of a new site or redevelopment of an existing site? If there is an existing site, what is the URL? |
| Who is the target audience? |
| What are the desired outcomes (what do you want people to do as a result of visiting the website)? |
| What are the key messages? |

Ownership

|  |
| --- |
| Which team (Faculty/Department/School) own this website? |
| Are there other owners (internal or external)? |
| Are there any other partners (external institutions or funding bodies)? |
| Who is the lead academic for this research project? |

Branding

The website will use our standard web templates for use on Wordpress websites e.g. <https://sites.manchester.ac.uk/the-art-of-peace/>

|  |
| --- |
| Are there reasons why these templates might not be suitable? |

Content

|  |
| --- |
| Does content already exist? If so, who has written the content? If not, who will provide content? |
| How many pages will the website require?  |
| How often will the website be updated following launch? |
| Do you have a preferred structure for the website? If so, please provide details. |
| Do you have a library of images that can be used? If no, please give details of possible sources of images. |
| Are there any other content requirements e.g. integration with social media services (Facebook, Twitter, etc.) or links to other websites? |
| Who will be responsible for maintaining the website once launched? |
| Is there any planned promotional activity concerning the launch of the website? |

Technical

|  |
| --- |
| If appropriate, the site would use Wordpress content management system. Do you envisage any problems with this? |
| Is there a need for database integration or other technical requirements, e.g. web forms or other data capture, password protection etc. |
| Do you want to include any video or audio content on the website? |
| What is your preferred domain name? |

Training

|  |
| --- |
| How many people require training to update the pages? |

Project management

|  |
| --- |
| What budget (if any) has been allocated to this project? |
| Who will review and sign off the project before launch? |
| When is the deadline for launch? |

Please return completed form to humcomms-webteam@manchester.ac.uk.