WEB DESIGN & DEVELOPMENT / 01

# DEFINE THE WEBSITE NEED

Give each provider the same non-sensitive starting point. Focus on people, actions and content rather than promised marketing outcomes.

A helpful preparation resource from PickYourPro.ai. Fill in digitally or print. Keep your completed copy private.

**Business need, project type and observable result the website should support**

**Priority audiences, their context and the primary actions they need to complete**

**Existing website, brand and content assets by broad category - no credentials or private data**

**Most important user journeys, questions and decision points to discuss**

**Stakeholders, content owners, reviewers, approval process and timing needs**

**Known constraints, dependencies, open questions and items the provider should assess**



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WEB DESIGN & DEVELOPMENT / 02

# COMPARE SCOPE, RESPONSIBILITIES AND HANDOFF

Ask the provider to define the project from discovery through support. Keep technical decisions and testing with the qualified team.

**Discovery, information architecture, design and prototype deliverables**

**Development, content entry or migration, CMS and integration-purpose scope**

**Accessibility goals, roles, evaluation approach and documentation across the project**

**Review rounds, testing, acceptance, changes, dependencies and client responsibilities**

**Launch, hosting, domain and account coordination, rollback discussion and support window**

**Source files, licenses, ownership, documentation, training, maintenance and handoff**



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WEB DESIGN & DEVELOPMENT / 03

# PREPARE FOR WEBSITE DISCOVERY

Tick what is ready. Providers should explain technical choices, accessibility evaluation, launch and support.

- [ ] The project goal is stated without a ranking or conversion promise
- [ ] Priority audiences and primary actions are identified
- [ ] Content is inventoried by category, not copied with private data
- [ ] No credential, secret or customer data is entered
- [ ] Must-have features are separated from later ideas
- [ ] Integration purposes are named without configuration details
- [ ] Accessibility is discussed from planning through evaluation
- [ ] Each provider will receive the same project brief

**Goals, audiences, primary actions, journeys and content readiness to confirm**

**Features, integrations, accessibility, review, testing and acceptance responsibilities**

**Launch, accounts, ownership, documentation, training, maintenance and support questions**



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WEB DESIGN & DEVELOPMENT / 04

# QUESTIONS FOR A WEB PROVIDER

Record how each provider would define discovery, deliverables, accessibility, evaluation, launch, ownership and support for the same brief.

**Discovery: how do goals, audiences, content and journeys become an agreed project brief?**

**Deliverables: what design, development, content, integration and management work is included or excluded?**

**Accessibility: how are goals, responsibilities and evaluation addressed from planning through launch?**

**Quality: what review, testing, acceptance and change process is proposed, and what must the client provide?**

**Launch: how are hosting, domains, accounts, licenses, documentation, training and handoff coordinated?**

**Ownership: who owns deliverables and source files, what support is offered and what is included in writing?**



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WEB DESIGN & DEVELOPMENT / 05

# COMPARE THE SAME WEBSITE BRIEF

Use A and B in every box. Compare only after both providers receive the same goals, audience, content and responsibility context.

**Provider A / Provider B / discussion dates and the same website brief**

**Discovery, design, build, content and integration deliverables and exclusions - A / B**

**Accessibility, review, testing, acceptance, launch and client responsibilities - A / B**

**Ownership, licenses, documentation, maintenance, support, terms and overall fit - A / B**

## READY TO HEAR FROM PROS?

Create an account on PickYourPro.ai only if you choose, then start a Web Design & Development request. Share goals, audiences, content readiness, user journeys, feature and integration purposes, accessibility goals, launch needs and handoff preferences so participating pros can compete with proposals. Compare discovery, deliverables, responsibilities, evaluation, launch, ownership, support, written terms and fit; a detailed discovery and systems review may be needed before a final proposal.

**One request. Every pro's best offer.**

Start a request

Participation varies. A detailed discovery and systems review may be needed before a final proposal.

Planning guide: https://www.pickyourpro.ai/services/web-design-development

W3C WAI: Introduction to Web Accessibility (official reference)



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