

THE CLIENT SPEC SHEET

Establishing clear guidelines for HTML production during the initiation of a web project redesign will help to answer questions and avoid backtracking once the production phase has started. This document will help to set parameters for audience capabilities and technical standards for the site. This is a worksheet. It is long and detailed. As tedious as it is, all the information needs to be addressed and answered before HTML production can begin. Please answer all questions as thoroughly as possible, adding additional comments as necessary. Consult your internal produc-

tion resources or have your internal technical lead fill the form out. Write N/A next to non-relevant items, and identify areas where you need advice, suggestions or clarification.

There are five parts to the Client Spec Sheet:

- **Target Specifications**
- **Functionality/Features**
- **Design/Layout/Code**
- **File Structure/Directory Preferences**
- **Server/Hosting Information**

TARGET SPECIFICATIONS (PART 1)			
Establishing clear audience specifications enables production to have a targeted goal. It is often difficult, if not impossible, to maintain consistency of experience from one browser or platform to the next. It is important for the HTML production team to understand not only the target end user, but also who can be left behind.			
	Existing Site Specs (Check One Below)	Priority/Target (Check One Below)	Others to Support (Specify One or More)
Resolution	<input type="checkbox"/> 378×544 (web tv) <input type="checkbox"/> 1024×768 <input type="checkbox"/> 640×480 <input type="checkbox"/> Other (explain) <input type="checkbox"/> 800×600	<input type="checkbox"/> 378×544 (web tv) <input type="checkbox"/> 1024×768 <input type="checkbox"/> 640×480 <input type="checkbox"/> Other (explain) <input type="checkbox"/> 800×600	<input type="checkbox"/> 378×544 (web tv) <input type="checkbox"/> 1024×768 <input type="checkbox"/> 640×480 <input type="checkbox"/> Other (explain) <input type="checkbox"/> 800×600
Browsers	<input type="checkbox"/> Internet Explorer <input type="checkbox"/> Safari <input type="checkbox"/> Firefox/Mozilla <input type="checkbox"/> Opera <input type="checkbox"/> AOL <input type="checkbox"/> Other (explain) <input type="checkbox"/> Netscape	<input type="checkbox"/> Internet Explorer <input type="checkbox"/> Safari <input type="checkbox"/> Firefox/Mozilla <input type="checkbox"/> Opera <input type="checkbox"/> AOL <input type="checkbox"/> Other (explain) <input type="checkbox"/> Netscape	<input type="checkbox"/> Internet Explorer <input type="checkbox"/> Safari <input type="checkbox"/> Firefox/Mozilla <input type="checkbox"/> Opera <input type="checkbox"/> AOL <input type="checkbox"/> Other (explain) <input type="checkbox"/> Netscape

TARGET SPECIFICATIONS (PART 1)						
	Existing Site Specs (Check One Below)		Priority/Target (Check One Below)		Others to Support (Specify One or More)	
Browser Versions	<input type="checkbox"/> 1.x	<input type="checkbox"/> 7.x	<input type="checkbox"/> 1.x	<input type="checkbox"/> 7.x	<input type="checkbox"/> 1.x	<input type="checkbox"/> 7.x
	<input type="checkbox"/> 4.x	<input type="checkbox"/> AOL 3.x	<input type="checkbox"/> 4.x	<input type="checkbox"/> AOL 3.x	<input type="checkbox"/> 4.x	<input type="checkbox"/> AOL 3.x
	<input type="checkbox"/> 5.x	<input type="checkbox"/> Other (explain)	<input type="checkbox"/> 5.x	<input type="checkbox"/> Other (explain)	<input type="checkbox"/> 5.x	<input type="checkbox"/> Other (explain)
Platforms	<input type="checkbox"/> Macintosh	<input type="checkbox"/> Other (explain)	<input type="checkbox"/> Macintosh	<input type="checkbox"/> Other (explain)	<input type="checkbox"/> Macintosh	<input type="checkbox"/> Other (explain)
	<input type="checkbox"/> Windows		<input type="checkbox"/> Windows		<input type="checkbox"/> Windows	
Connection Speed	<input type="checkbox"/> Wireless/handheld	<input type="checkbox"/> DSL/cable	<input type="checkbox"/> Wireless/handheld	<input type="checkbox"/> DSL/cable	<input type="checkbox"/> Wireless/handheld	<input type="checkbox"/> DSL/cable
	<input type="checkbox"/> 28.8/33.6 dial up	<input type="checkbox"/> T1/T3	<input type="checkbox"/> 28.8/33.6 dial up	<input type="checkbox"/> T1/T3	<input type="checkbox"/> 28.8/33.6 dial up	<input type="checkbox"/> T1/T3
	<input type="checkbox"/> 56.6k dial up	<input type="checkbox"/> Other (explain)	<input type="checkbox"/> 56.6k dial up	<input type="checkbox"/> Other (explain)	<input type="checkbox"/> 56.6k dial up	<input type="checkbox"/> Other (explain)
Page Download Size (typical page)	<input type="checkbox"/> 30k and under (probably text only)	<input type="checkbox"/> 80k (graphic heavy, animation)	<input type="checkbox"/> 30k and under (probably text only)	<input type="checkbox"/> 80k (graphic heavy, animation)	<input type="checkbox"/> 30k and under (probably text only)	<input type="checkbox"/> 80k (graphic heavy, animation)
	<input type="checkbox"/> 30 to 80k (typical page)	<input type="checkbox"/> 100k+ (not recommended unless a high-bandwidth site)	<input type="checkbox"/> 30 to 80k (typical page)	<input type="checkbox"/> 100k+ (not recommended unless a high-bandwidth site)	<input type="checkbox"/> 30 to 80K (typical page)	<input type="checkbox"/> 100k+ (not recommended unless a high-bandwidth site)

For the latest info:

Resolution: www.dreamink.com/design5.shtml

Browsers: www.upsdell.com/BrowserNews

Connection speeds: www.websiteoptimization.com/bw/0402

FUNCTIONALITY/FEATURES (PART 2)

The addition of specific technologies that allow greater functionality can greatly enhance your site. These same features can exclude a percentage of your audience, however, and can cause production scope to increase, usually due to unforeseen technical errors and troubleshooting. Please identify which features you already have on your site and how they are currently being used. Please also indicate which features you are looking to add and how you foresee them being used.

	Preferences/Status (Current and New Site)	Issues	Comments and Usage Details (How It Is or Will Be Used)
Frames	<input type="checkbox"/> Used on current site <input type="checkbox"/> Will not be using <input type="checkbox"/> Yes (use on new site) <input type="checkbox"/> Not sure (list comments)	Causes difficulty printing and navigating and may require additional scripting and quality-assurance testing. Causes difficulty for search engines. With a multi-frame set up, could incur extra programming and QA costs.	
Forms	<input type="checkbox"/> Used on current site <input type="checkbox"/> Will not be using <input type="checkbox"/> Yes (use on new site) <input type="checkbox"/> Not sure (list comments)	Requires additional programming and integration. Specific and detailed information is necessary to determine complexity.	
JavaScript	<input type="checkbox"/> Used on current site <input type="checkbox"/> Will not be using <input type="checkbox"/> Yes (use on new site) <input type="checkbox"/> Not sure (list comments)	Does not require a plug-in, but is not supported by all 3.x browsers. Adds noticeable download time.	
Pop-Up Windows	<input type="checkbox"/> Used on current site <input type="checkbox"/> Will not be using <input type="checkbox"/> Yes (use on new site) <input type="checkbox"/> Not sure (list comments)	May require use of JavaScript, may not be supported by 3.x browsers. Inconsistent size and placement depending on platform and browser.	
Cascading Style Sheets (CSS)	<input type="checkbox"/> Used on current site <input type="checkbox"/> Will not be using <input type="checkbox"/> Yes (use on new site) <input type="checkbox"/> Not sure (list comments)	Does not require a plug-in. Allows for global updating of fonts, colors, and styles. Supported by 4.x browsers and above.	
Dynamic HTML (DHTML)	<input type="checkbox"/> Used on current site <input type="checkbox"/> Will not be using <input type="checkbox"/> Yes (use on new site) <input type="checkbox"/> Not sure (list comments)	Does not require a plug-in. Used to create special features such as dynamic menus. Supported by most 4.x browsers and above. May require additional testing, programming, and QA.	
Flash	<input type="checkbox"/> Used on current site <input type="checkbox"/> Will not be using <input type="checkbox"/> Yes (use on new site) <input type="checkbox"/> Not sure (list comments)	Requires a plug-in. Sometimes causes accessibility/download issues; may require two versions of a site to be built (HTML only and Flash) or use of a browser sniffer.	

FUNCTIONALITY/FEATURES (PART 2)

	Preferences/Status (Current and New Site)	Issues	Comments and Usage Details (How It Is or Will Be Used)
Media (Video/Audio)	<input type="checkbox"/> Used on current site <input type="checkbox"/> Will not be using <input type="checkbox"/> Yes (use on new site) <input type="checkbox"/> Not sure (list comments)	Requires plug-ins. May involve download and processing time. If using any type of media, please list as much detail as possible including type of media, format, and desired output.	

DESIGN/LAYOUT/CODE (PART 3)

The first question in this section is designed to assist the production team consult during the creative visual process. The latter three questions ask for details that are often left until the last minute, after coding has begun, thus necessitating backtracking. With these issues addressed early, production can work more efficiently.

	Current Site (General Specifics)	New Site (If known, or preferred)	Comments
Layout	<input type="checkbox"/> Left Justified (fixed) <input type="checkbox"/> Expandable (liquid) <input type="checkbox"/> Centered <input type="checkbox"/> Not Sure (list comments)	<input type="checkbox"/> Left Justified (fixed) <input type="checkbox"/> Not Sure / leaving it up to the designers to decide <input type="checkbox"/> Centered <input type="checkbox"/> Expandable (liquid)	Most sites today are designed to be “liquid” or expand naturally to the browsers width. “Liquid” layouts can be more time consuming to produce, but the finished results are more accessible (for people with impairments and disabilities). Please specify if there are any browser-specific needs.
Linking Colors	<input type="checkbox"/> Text (hex color) <input type="checkbox"/> Vlink (hex color) <input type="checkbox"/> Link (hex color) <input type="checkbox"/> Not Sure <input type="checkbox"/> Alink (hex color)	<input type="checkbox"/> Text (hex color) <input type="checkbox"/> Vlink (hex color) <input type="checkbox"/> Link (hex color) <input type="checkbox"/> Not Sure / leaving it up to the designers to decide <input type="checkbox"/> Alink (hex color)	Hexadecimal colors used in HTML should be identified early in the process, usually during the design phase.
 Tag ALT Values	(please provide example of existing tag treatment below)	(please provide example of existing tag treatment below)	These attribute values are used to help describe an image while a page is being loaded, or for browsers with graphics turned off. They are used by screen reading software and by browsers that do not support graphics.
<TITLE> Tags	(please provide example of existing <TITLE> tag treatment below)	(please provide example of existing <TITLE> tag treatment below)	The title should summarize the contents of the page. It is also the number one way for search engines to list a page.
Layout Structure	<input type="checkbox"/> Table <input type="checkbox"/> CSS	<input type="checkbox"/> Table <input type="checkbox"/> CSS	When successfully implemented, CSS layouts will separate content from display. These layouts are more accessible for people with disabilities and more flexible with newer technologies. Table layouts are often easier to implement and more compatible with older 4.x browsers and below.

DESIGN/LAYOUT/CODE (PART 3)

	Current Site (General Specifics)		New Site (If known, or preferred)		Comments
Accessibility	<input type="checkbox"/> Section 508 Compliant <input type="checkbox"/> W3C Priority 1 Checkpoints	<input type="checkbox"/> W3C Priority 1 & 2 Checkpoints <input type="checkbox"/> W3C Priority 1, 2 & 3 Checkpoints	<input type="checkbox"/> Section 508 Compliant <input type="checkbox"/> W3C Priority 1 Checkpoints	<input type="checkbox"/> W3C Priority 1 & 2 Checkpoints <input type="checkbox"/> W3C Priority 1, 2 & 3 Checkpoints	For more information on Section 508 visit http://www.section508.gov . For more information on the W3C's priority checkpoints, visit http://www.w3c.org . Following these guidelines ensure that your website content is accessible by as many people as possible including those with disabilities/impairments. Government agencies are required to comply with Section 508 guidelines.

FILE STRUCTURE/DIRECTORY PREFERENCES (PART 4)

This is simple, but necessary housekeeping. Quite often clients don't have a preference and will simply leave it to the web development team to establish logical and followable standards. But in the case that there is a client preference, it needs to be stated now, before any production begins.

	Current Site (Are there established conventions for any of the following? Please attach a detailed guide.)	New Site (Please attach a detailed guide of planned conventions, if preference exists.)	Comments
Naming Conventions	<input type="checkbox"/> Naming of HTML files <input type="checkbox"/> Naming of CSS styles <input type="checkbox"/> Naming of JavaScript files <input type="checkbox"/> Naming files with dates <input type="checkbox"/> Naming of images <input type="checkbox"/> Naming files for backups	<input type="checkbox"/> Naming of HTML files <input type="checkbox"/> Naming of CSS styles <input type="checkbox"/> Naming of JavaScript files <input type="checkbox"/> Naming files with dates <input type="checkbox"/> Naming of images <input type="checkbox"/> Naming files for backups	
Folder Structure	Please explain how your folder structure is currently being set up and if you wish to maintain the current set up for the site redesign (please attach a printed directory to accompany your explanation):		

SERVER/HOSTING INFORMATION (PART 5)

This is important information that needs to be in the hands of the development team.

	Current Site	New Site
ISP/Hosting	Name: Address: Contact: Email: Phone:	Name: Address: Contact: Email: Phone:
Server Platform	<input type="checkbox"/> Unix <input type="checkbox"/> NT	<input type="checkbox"/> Unix <input type="checkbox"/> NT
FTP Information	FTP address: User name: Password:	FTP address: User name: Password:
Development Server	<input type="checkbox"/> Accessible <input type="checkbox"/> Not available	<input type="checkbox"/> Accessible <input type="checkbox"/> Not available

NOTES and DETAILS: Please add any additional information here, or attach relevant documents.

Client Approval/Date

Technical Lead Approval/Date

Client Technical Lead/Date