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 production 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.

<table>
<thead>
<tr>
<th>Resolution</th>
<th>Existing Site Specs (Check One Below)</th>
<th>Priority/Target (Check One Below)</th>
<th>Others to Support (Specify One or More)</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>[ ] 378×544 (web tv)</td>
<td>[ ] 1024×768</td>
<td>[ ] 378×544 (web tv)</td>
</tr>
<tr>
<td></td>
<td>[ ] 640×480</td>
<td>[ ] Other (explain)</td>
<td>[ ] 1024×768</td>
</tr>
<tr>
<td></td>
<td>[ ] 800×600</td>
<td>[ ] 640×480</td>
<td>[ ] Other (explain)</td>
</tr>
<tr>
<td></td>
<td>[ ] Other (explain)</td>
<td>[ ] 800×600</td>
<td>[ ] Other (explain)</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Browsers</th>
<th></th>
<th></th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>[ ] Internet Explorer</td>
<td>[ ] Safari</td>
<td>[ ] Internet Explorer</td>
</tr>
<tr>
<td></td>
<td>[ ] Firefox/Mozilla</td>
<td>[ ] Opera</td>
<td>[ ] Firefox/Mozilla</td>
</tr>
<tr>
<td></td>
<td>[ ] AOL</td>
<td>[ ] Other (explain)</td>
<td>[ ] AOL</td>
</tr>
<tr>
<td></td>
<td>[ ] Netscape</td>
<td>[ ] Other (explain)</td>
<td>[ ] Netscape</td>
</tr>
</tbody>
</table>

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<table>
<thead>
<tr>
<th>TARGET SPECIFICATIONS (PART 1)</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Existing Site Specs (Check One Below)</strong></td>
</tr>
<tr>
<td><strong>Browser Versions</strong></td>
</tr>
<tr>
<td>□ 1.x</td>
</tr>
<tr>
<td>□ 4.x</td>
</tr>
<tr>
<td>□ 5.x</td>
</tr>
<tr>
<td><strong>Platforms</strong></td>
</tr>
<tr>
<td>□ Macintosh</td>
</tr>
<tr>
<td>□ Windows</td>
</tr>
<tr>
<td><strong>Connection Speed</strong></td>
</tr>
<tr>
<td>□ Wireless/handheld</td>
</tr>
<tr>
<td>□ 28.8/33.6 dial up</td>
</tr>
<tr>
<td>□ 56.6k dial up</td>
</tr>
<tr>
<td><strong>Page Download Size (typical page)</strong></td>
</tr>
<tr>
<td>□ 30k and under (probably text only)</td>
</tr>
<tr>
<td>□ 30 to 80k (typical page)</td>
</tr>
</tbody>
</table>

For the latest info:
Resolution: [www.dreamink.com/design5.shtml](http://www.dreamink.com/design5.shtml)
Browsers: [www.upsdell.com/BrowserNews](http://www.upsdell.com/BrowserNews)
Connection speeds: [www.websiteoptimization.com/bw/0402](http://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.

<table>
<thead>
<tr>
<th>Preferences/Status (Current and New Site)</th>
<th>Issues</th>
<th>Comments and Usage Details (How It Is or Will Be Used)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Frames</td>
<td></td>
<td>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.</td>
</tr>
<tr>
<td>Forms</td>
<td></td>
<td>Requires additional programming and integration. Specific and detailed information is necessary to determine complexity.</td>
</tr>
<tr>
<td>JavaScript</td>
<td></td>
<td>Does not require a plug-in, but is not supported by all 3.x browsers. Adds noticeable download time.</td>
</tr>
<tr>
<td>Pop-Up Windows</td>
<td></td>
<td>May require use of JavaScript, may not be supported by 3.x browsers. Inconsistent size and placement depending on platform and browser.</td>
</tr>
<tr>
<td>Cascading Style Sheets (CSS)</td>
<td></td>
<td>Does not require a plug-in. Allows for global updating of fonts, colors, and styles. Supported by 4.x browsers and above.</td>
</tr>
<tr>
<td>Dynamic HTML (DHTML)</td>
<td></td>
<td>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.</td>
</tr>
<tr>
<td>Flash</td>
<td></td>
<td>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.</td>
</tr>
<tr>
<td>Media (Video/Audio)</td>
<td>Preferences/Status (Current and New Site)</td>
<td>Issues</td>
</tr>
<tr>
<td>---------------------</td>
<td>------------------------------------------</td>
<td>--------</td>
</tr>
<tr>
<td></td>
<td>☐ Used on current site ☐ Will not be using</td>
<td></td>
</tr>
<tr>
<td></td>
<td>☐ Yes (use on new site) ☐ Not sure (list comments)</td>
<td></td>
</tr>
</tbody>
</table>
### 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.

<table>
<thead>
<tr>
<th>Current Site (General Specifics)</th>
<th>New Site (If known, or preferred)</th>
<th>Comments</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Layout</strong></td>
<td></td>
<td></td>
</tr>
<tr>
<td>□ Left Justified (fixed)</td>
<td>□ Not Sure / leaving it up to the designers to decide</td>
<td></td>
</tr>
<tr>
<td>□ Centered</td>
<td>□ Expandable (liquid)</td>
<td></td>
</tr>
<tr>
<td>□ Not Sure (list comments)</td>
<td>□ Not Sure / leaving it up to the designers to decide</td>
<td></td>
</tr>
<tr>
<td><strong>Linking Colors</strong></td>
<td></td>
<td></td>
</tr>
<tr>
<td>□ Text (hex color)</td>
<td>□ Not Sure / leaving it up to the designers to decide</td>
<td></td>
</tr>
<tr>
<td>□ Link (hex color)</td>
<td>□ Vlink (hex color)</td>
<td></td>
</tr>
<tr>
<td>□ Alink (hex color)</td>
<td>□ Not Sure</td>
<td></td>
</tr>
<tr>
<td><strong>&lt;IMG&gt; Tag ALT Values</strong></td>
<td></td>
<td></td>
</tr>
<tr>
<td>(please provide example of existing &lt;IMG&gt; tag treatment below)</td>
<td>(please provide example of existing &lt;IMG&gt; tag treatment below)</td>
<td>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.</td>
</tr>
<tr>
<td><strong>&lt;TITLE&gt; Tags</strong></td>
<td></td>
<td></td>
</tr>
<tr>
<td>(please provide example of existing &lt;TITLE&gt; tag treatment below)</td>
<td>(please provide example of existing &lt;TITLE&gt; tag treatment below)</td>
<td>The title should summarize the contents of the page. It is also the number one way for search engines to list a page.</td>
</tr>
<tr>
<td><strong>Layout Structure</strong></td>
<td></td>
<td></td>
</tr>
<tr>
<td>□ Table</td>
<td>□ Table</td>
<td>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.</td>
</tr>
<tr>
<td>□ CSS</td>
<td>□ CSS</td>
<td></td>
</tr>
<tr>
<td>Current Site (General Specifics)</td>
<td>New Site (If known, or preferred)</td>
<td>Comments</td>
</tr>
<tr>
<td>--------------------------------</td>
<td>----------------------------------</td>
<td>----------</td>
</tr>
<tr>
<td>☐ Section 508 Compliant</td>
<td>☐ W3C Priority 1 &amp; 2 Checkpoints</td>
<td></td>
</tr>
<tr>
<td>☐ W3C Priority 1 Checkpoints</td>
<td>☐ W3C Priority 1, 2 &amp; 3 Checkpoints</td>
<td></td>
</tr>
<tr>
<td>☐ W3C Priority 1, 2 &amp; 3 Checkpoints</td>
<td>☐ W3C Priority 1, 2 &amp; 3 Checkpoints</td>
<td></td>
</tr>
</tbody>
</table>

For more information on Section 508 visit [http://www.section508.gov](http://www.section508.gov). For more information on the W3C’s priority checkpoints, visit [http://www.w3c.org](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.

<table>
<thead>
<tr>
<th>Naming Conventions</th>
<th>Current Site (Are there established conventions for any of the following? Please attach a detailed guide.)</th>
<th>New Site (Please attach a detailed guide of planned conventions, if preference exists.)</th>
<th>Comments</th>
</tr>
</thead>
<tbody>
<tr>
<td>□ Naming of HTML files</td>
<td>□ Naming of CSS styles</td>
<td>□ Naming of HTML files</td>
<td>□ Naming of CSS styles</td>
</tr>
<tr>
<td>□ Naming of JavaScript files</td>
<td>□ Naming files with dates</td>
<td>□ Naming of JavaScript files</td>
<td>□ Naming files with dates</td>
</tr>
<tr>
<td>□ Naming of images</td>
<td>□ Naming files for backups</td>
<td>□ Naming of images</td>
<td>□ Naming files for backups</td>
</tr>
</tbody>
</table>

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

<table>
<thead>
<tr>
<th>ISP/Hosting</th>
<th>Current Site</th>
<th>New Site</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>Name:</td>
<td>Name:</td>
</tr>
<tr>
<td></td>
<td>Address:</td>
<td>Address:</td>
</tr>
<tr>
<td></td>
<td>Contact:</td>
<td>Contact:</td>
</tr>
<tr>
<td></td>
<td>Email:</td>
<td>Email:</td>
</tr>
<tr>
<td></td>
<td>Phone:</td>
<td>Phone:</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Server Platform</th>
<th>Current Site</th>
<th>New Site</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>Unix</td>
<td>Unix</td>
</tr>
<tr>
<td></td>
<td>NT</td>
<td>NT</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>FTP Information</th>
<th>Current Site</th>
<th>New Site</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>FTP address:</td>
<td>FTP address:</td>
</tr>
<tr>
<td></td>
<td>User name:</td>
<td>User name:</td>
</tr>
<tr>
<td></td>
<td>Password:</td>
<td>Password:</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Development Server</th>
<th>Current Site</th>
<th>New Site</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>Accessible</td>
<td>Accessible</td>
</tr>
<tr>
<td></td>
<td>Not available</td>
<td>Not available</td>
</tr>
</tbody>
</table>

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

Client Approval/Date

Technical Lead Approval/Date

Client Technical Lead/Date