Voluntary Health Scotland
Digital Inclusion for Health
Website Specification and Content Questionnaire for Partner Organisations

Voluntary Health Scotland has commissioned graphics.coop to deliver simple, economic, workable websites for partner organisations participating in the Digital Inclusion for Health project.

This document has been designed to provide you with information about the website specification, and also assist in collecting the information required to create your website.

A one-hour consultation meeting with graphics.coop will be provided to confirm your requirements, agree a manageable timeline, and ensure the process is clear, easy and effective.

If you have any questions or require further clarification please contact **lesley.munro@vhscotland.org.uk**

Partner organisation:

Key contacts:

Name	Job title	Email	Tel

Background:

Please provide answers to the following questions:

Q: **Who is your target audience? (eg service users/other agencies/funders/general public)**

A:

Q: **Do they have any particular characteristics?** (eg age, ethnicity, special needs)

A:

Q: **Why would people spend time on your site?** (eg find out about services/sign up to newsletter)

A:

Q: **Are users of your site likely to have any special accessibility needs?**

A:

Q: **How often are users likely to visit your site?**

A:

Q: **How might they find out about your site?** (eg word of mouth', posters, leaflets, newsletters/bulletins, internet, and links to other websites.)

A:

Sitemap:

The website will have a clear and accessible navigation menu built on the following base structure:

Home
About Us
Services
News/Events
Contact

You will be able to add additional pages and content to suit your requirements.

Design:

The website will be a simple design (please see attached template) and will be customised with your logo and colour scheme (one background and one highlight colour). Any further customisation or design work is not included in the Digital Inclusion for Health project and subject to additional charge. Any additional requests can be discussed with graphics.coop at the initial consultation and quotes provided.

Functionality:

The website will come with the following functionality as standard:

Search
Contact form
Responsive (viewable on all screens, browsers and devices)

Accessible (meeting current guidelines)

SEO (search engine optimised)

Analytics/visitor statistics (Google analytics or Piwik)

Security

Back ups

Optional features:

Wordpress is a versatile framework that offers many extensions and features. The Digital Inclusion for Health project is offering the following options for your website. Any additional requests can be discussed with graphics.coop at the initial consultation and quotes provided.

Please indicate your requirements (if you are unsure the options can be discussed in further detail at consultation:

Homepage slider	yes/no
Newsletter sign up form (eg mailchimp/campaign monitor/dotmailer)	yes/no
Twitter feed	yes/no
Social media icons (linking to profile pages)	yes/no
Donate button	yes/no
Upcoming events/events calendar	yes/no

Content requirements:

Graphics.coop will require the following information to deliver your website:

Logo

Strapline

Colour preferences

Social media profile URLs

Charity/company numbers

Contact details

Donation platform details (eg just giving/paypal)

Content for pages (Text and images)

Project management:

A one hour face to face consultation will be arranged at the next stage to discuss your website in further detail and agree a project schedule. We estimate a 4-week timescale from initial consultation to delivery (subject to content provision).

Q: Who is going to write the content and prepare info and materials?

A:

Q: Who will be responsible for signing off the website?

A:

Q: Who will update the website and will they need training?

A:

Training:

You will be provided with one hour of in-house training at Graphics-coop (for up to 2 people) and will also be provided with a user manual that gives clear instructions on how to manage your content and perform basic tasks. Wordpress is an intuitive easy to use content management system, if you can use Word you can use Wordpress!

Copyright

It is the responsibility of the participating partner organisations to ensure that any elements of text, graphics, photos, designs, trademarks, or other artwork that they provide for inclusion in the web site are either owned by the partner organisation, or that they have permission to use them. graphics.coop will ensure that this is communicated clearly at the initial consultation meeting.

Technical information:

Q: Does your organisation currently have a website? If so, please provide the website address (URL)

A:

Q: Who currently hosts your website?

A:

Q: If your organisation does not have a website what domain name would you like registered?

A:

Q: **Any other comments?**

A:

Next stage: Consultation

Thank you for providing your information. The next stage is a consultation meeting at graphics.coop. Please provide 3 dates that are suitable and graphics.coop will be in touch to confirm the date.

Proposed dates:

Please return to lesley.munro@vhscotland.org.uk