PROJECT SPECIFICATION

Showcase or corporate website

Present your organisation, your offer and your contact details, and receive enquiries.

Fill-in template · English version

Project	
Organisation	
Written by	
Date	
Version	

Template provided by Wiicode — wiicode.org

Licence. Free to use: Creative Commons Attribution 4.0 (CC BY 4.0). You may use, adapt and share it, including for a commercial project, as long as you credit Wiicode. https://creativecommons.org/licenses/by/4.0/deed.en

Disclaimer. This template is provided for guidance only, without any warranty. It is neither legal advice nor an offer from Wiicode: adapt it to your project and have any legal, tax or regulatory points checked by a professional.

How to use this template

- Answer under each question, then delete the questions and sections that do not apply to you.
- Examples in italics are fictitious: they show a useful level of detail. Replace them with your own situation.
- Priorities: M = must have at launch, S = should have, can follow shortly after, C = could have if budget or time allows.
- “Not sure yet” is a useful answer: it tells the provider which points to work out with you.

Contents

01 Your organisation

02 Project background

03 Goals and success metrics

04 Users and usage

05 Functional scope

06 Points specific to this kind of project

07 Content, languages and accessibility

08 Existing systems and technical constraints

09 Security, personal data and compliance

10 After launch

11 Budget

12 Timeline and milestones

13 Governance and contacts

14 What we expect in your proposal

15 Appendices

01 Your organisation

Help a provider understand, in two minutes, who you are and who you serve.

Organisation name	
Industry	
Countries and cities where you operate	
Current website and social media	
Number of people involved in the project	

QUESTIONS TO ASK YOURSELF

- What do you do, and for whom?
- What sets you apart from your competitors?

Your answers

02 Project background

Explain where the project comes from and why it is starting now.

QUESTIONS TO ASK YOURSELF

- What problem should this project solve?
- What have you already tried, and what did you learn?
- What impression should visitors leave with after ten seconds?
- Which websites do you like, competitors or not, and why?

> **Example:** *We are a consulting firm based in Dakar and Abidjan with only a social media page. Prospects look us up on Google before a first meeting and find nothing solid.*

Your answers

03 Goals and success metrics

State what will have changed once the project is delivered, and how you will measure it.

> **Example:** *Receive meeting requests through the website every month, tracked through the contact form.*

Goal	Metric	Today	Target	Deadline

Goal	Metric	Today	Target	Deadline

Note: Three well-chosen goals beat ten. Without a starting value, there is no progress to measure.

04 Users and usage

Describe who will use the solution, on which device, in which language.

QUESTIONS TO ASK YOURSELF

- Which users are the most numerous? Which matter most to you?
- Do they mostly use a phone? Roughly which kind?
- In what conditions: at the office, in the field, on an unstable connection?

> **Example:** *Finance directors who check the site on their phone between meetings, in French or English.*

Profile	What they come to do	Main device	Language(s)	Connection

05 Functional scope

List what the solution must do, in order of priority.

Note: Priority: M = must have at launch, S = should have, can follow shortly after, C = could have if budget or time allows. The suggested rows are starting points: delete, edit, add.

Feature	Description and rules	Priority	Notes
Presentation pages: organisation, team, services			
Contact or quote request form			
Call or messaging button (WhatsApp)			
News or blog			
Office addresses and map			
English version (or another language)			
Admin area to edit content			

Feature	Description and rules	Priority	Notes
Audience measurement			

Out of scope: what this project does not cover	

06 Points specific to this kind of project

The questions that always come up on this kind of project. Tick them off once settled.

Content and site map

- [ ] Page list (site map) approved
- [ ] Copy written, or to be written: by whom?
- [ ] Real photos of the team, premises and work
- [ ] Logo and brand guidelines as source files
- [ ] Testimonials or references cleared for publication, with written consent from the people involved

Visibility

- [ ] Searches you want to be found for
- [ ] Business listing on online maps
- [ ] Social media to link to the site
- [ ] Legal notice and privacy policy: to be drafted or checked by your legal adviser

07 Content, languages and accessibility

Say who provides the copy, images and translations, and in which languages.

- [ ] Languages: French, English, local languages (Wolof or others); which one first?
- [ ] Translations: who writes them, who proofreads them?
- [ ] Existing copy, to rewrite or to create: who writes it?
- [ ] Photos and videos: real ones (team, premises, products) or to be produced?
- [ ] Logo and brand guidelines available as source files
- [ ] Accessibility: contrast, text size, keyboard navigation, screen readers
- [ ] Search engines: which queries should bring people to you?

08 Existing systems and technical constraints

Describe what already exists and what is imposed, to avoid surprises along the way.

QUESTIONS TO ASK YOURSELF

- Which tools, software or websites already exist? Which must be kept or connected?

- Domain name, hosting, accounts (app stores, social media, payments): in whose name are they registered, who has access?
- Is a technology, a host or a hosting country imposed on you?
- Do your users have entry-level phones, or a slow or expensive connection?
- Is the domain name already registered? In whose name?
- Are there business email addresses to keep or create?

Your answers

09 Security, personal data and compliance

Spot sensitive data and the obligations to meet before choosing a solution.

- [ ] Personal data collected: identity, phone number, location, financial or health data…
- [ ] Who can access what: roles and permissions
- [ ] Backups: frequency, location, retention period
- [ ] Country where the data is hosted
- [ ] Informing people, consent, how long data is kept
- [ ] Formalities with your country's data protection authority

Note: These obligations vary by country and activity: have them checked by your legal adviser. This template is not legal advice.

10 After launch

Plan the life of the solution: maintenance, hosting, improvements, training.

- [ ] Corrective maintenance: response time for a blocking incident
- [ ] Security and dependency updates
- [ ] Hosting, backups and monitoring: who handles them, who pays?
- [ ] Training for your teams, and documentation
- [ ] Ownership of the code, content and accounts (domain, app stores, hosting)
- [ ] Reversibility: getting the code and data back if you change provider

11 Budget

Give a range: without one, the proposals you receive cannot be compared.

Build budget you have in mind (FCFA, excl. tax): from … to …	
Yearly running budget (hosting, maintenance, licences)	

Preferred payment schedule (for instance, at each milestone)	

Item	Range (FCFA, excl. tax)	Comment
Discovery and design (workshops, mock-ups)		
Development and testing		
Copy, photos and translations		
Hosting, domain name, licences (per year)		
Maintenance and improvements (per year)		

Note: A range, even a wide one, commits no one: it saves you from proposals that are out of reach or undersized.

12 Timeline and milestones

Give the dates that matter, and the ones that can move.

Milestone	Target date	Fixed or flexible?	Comment
Site map and mock-ups approved			
Content delivered (copy, photos)			
Acceptance testing			
Go-live			

QUESTIONS TO ASK YOURSELF

- Does an event set a date (launch, trade fair, season, school year)?
- Who signs off each step on your side, and how many days does it take?

Your answers

13 Governance and contacts

Say who decides, who answers day to day, and how you will work together.

Role	Name	Job title	Email and phone
Decision-maker (approves budget and deliverables)			

Role	Name	Job title	Email and phone
Day-to-day project lead			
Technical contact			
Content contact			

QUESTIONS TO ASK YOURSELF

- How often do you want a check-in: every week, at each milestone?
- Through which channels: meetings, video calls, email, messaging?
- In which language will the project run?

Your answers

14 What we expect in your proposal

Ask every provider for the same things, so proposals can be compared like for like.

- [ ] Your understanding of the need, in your own words
- [ ] The proposed solution and technical choices, with reasons
- [ ] The timeline, milestone by milestone
- [ ] The team assigned to the project and each person's role
- [ ] A budget broken down by item, recurring costs included
- [ ] Maintenance and warranty terms
- [ ] References from comparable projects
- [ ] Code ownership and reversibility terms
- [ ] Assumptions made and questions still open
- [ ] The proposed content management tool, with a demo

Proposal deadline	
Expected format (PDF, slides…)	
Where to send it	
Selection criteria and their weight (price, timing, references, grasp of the need…)	

15 Appendices

Attach anything that helps explain the project.

Document	What it contains
Brand guidelines, logo	
Websites or apps you like (and why)	
Diagrams, mock-ups or screenshots of what exists	
Useful internal documents (procedures, paper forms)	