



CAHIER DES CHARGES REALISATION DE SITE WEB

1

Company Name :

Name of the project :

Person to contact in the company:

Adress :

Phone :

Email :





1- PRESENTATION OF THE PROJECT

What are the expectations?

In this part, indicate what you expect from this site:

Make the company known	
Sell your products on the internet	
Give your customers advice on your products or services	
Generate new prospects contacts	
Other :	

What is the context of the project?

What is the triggering element of the project? In what context and what was the need for the website project?

Communication	
Marketing	
Legal	
Organizational	
Strategic	
competitive	
other :	

What's Existing: List the physical or interactive communication tools that already exist:

Logo and visual identity	
platelets	





Prospectus	
E-mails with domain name	
Account on social networks	
other :	

1.1 Steering Committee

Indicate here which will be the validation process within your company and which will take care of the following missions:

- Validate the phases of choice (graphics, ergonomics, content), validate compliance with the specifications,
 - Ensure deadlines are met,
- Provide basic content (texts, brochures, logos, images, photos).

MR/MME :

1.2 Objectives of the site

Indicate the main vocations of the site:

Sales website	
Site d'information	
Support de communication	
Loyalty support	
Other :	





Indicate the main expected results:

Turnover desired in the case of a sales site	
Nombre de nouveaux prospects	
Number of new prospects	
Club newsletter subscribers	
Other :	

1.3 Who is the site for - Targets

Note here the number of different targets and prioritize them.

For each, please specify:

- Characteristics of the target (company, individual, student, retiree ...),
- Importance of the target (primary, secondary),
- Interests of the target (search for information, service needs ...)

Targets	Characteristics	Importance	Interests





1.4 Tree - Site Map

Propose a tree to show the architecture of the site as you imagine it. This will be presented in schematic form with the main sections, the sub-sections and the links that unite them.

Tree - Site Map:

RUBRIC NAME	NAME UNDER RUBRIC	DESCRIPTION

1.5 Contents

Describe the contents

- What you provide (image, photos, text, item to scan ...) and those to create by specifying if you want the agency to take charge.





1.6 features

List in an exhaustive manner the expected functionalities of the project, in order of priority. This part can be developed according to the desired level of detail.

RUBRIC NAME	FUNCTIONALITY	DESCRIPTION

6

1.7 languages

Specify here in which language versions the site will be available. If the site is in multiple languages, are there identical or adapted versions? In this case specify.

Also indicate who will handle any translation needs.

Language	Full website	1 page de synthèse	More than 1 page	Translation by BI Center?
Français				
Anglais				
Arabe				





2- EXPECTED BENEFITS

2.1 Graphic charter and editorial charter

What will be the graphic charter to respect?

What are you waiting for in terms of a graphic charter?

7

Is there an editorial charter?

yes No

Faudra-t-il créer une charte éditoriale spécifique au web ?

yes No

2.2 Creating and retrieving content

What contents are already available?

Will it be necessary for BI Center to adapt them to Internet support?

yes No





BI Center

Do you want BI Center to create content?

yes No

Which ?

2.3 Development

Specify whether the site requires elements that involve programming and databases.

Internal search engine	
Information Collection Form	
Electronic shop	
Survey	
Quizz	
Automatic news management	
Site update interface	
other:	





BI Center

Specify - if there are technical constraints to respect and what are your possible expectations in this area.

yes No

2.4 Deposit of the domain name and email addresses

Do you want BI Center to upload one or more domain names.

yes No

If you already own a domain name. Specify if Bi Center should take care of the transfer of the domain name to the host of the site.

yes No

2.5 Host

Would you like BI Center to offer a hosting service and possibly what kind of accommodation it will be.

yes No

2.6 SEO

Would you like BI Center to support the referencing of your site to search engines.

yes No





2.7 Updates

What is the expected update system:

Standalone update platform	
Maintenance contract with Bi Center	
Team training at the update platform	
Other :	

2.8 Connection statistics

Do you have any particular expectations regarding attendance statistics?

yes No

3- FORECAST PLANNING

Indicate, here, if you have particular expectations for the putting on line of your site.

yes No

Also specify if you are waiting for an upload in several phases.

yes No





4- **BUDGET**

If you have defined a budget, enter it here.

Please follow the following instructions in order to transmit your complete file:

1 / Do not forget to **SAVE** the final file of this project sheet completed on your computer before continuing the procedure!

2 / If necessary, prepare the documents you wish to send to us in PDF format.

You can proceed to registration by clicking on the button below to fill out our online information form, then

"Upload" all the PDF elements of your folder. An acknowledgment of receipt will then be sent to you by email.

