

Damrei Site Design Worksheets
Audience and Purpose Worksheet

Who are you building your site for? Personas? Audience?

What are you hoping happens when they come? Conversion looks like what?

How will you measure the success of your website?

Damrei Site Design Worksheets
Sitemap Worksheet

Damrei Site Design Worksheets
Theme Worksheet

Color scheme?

Look and feel? Logo?

Number of columns? Rough layout requirements?

Other notes...