

A Web Design Checklist

A quick, practical tool to work through before starting any website design project.
This ensures important questions are asked before starting

P — PURPOSE

Does the website align with the organisations goals and purpose?

- ☐ **Outcomes** — What specific goals should this website meet.
 - ☐ Goals should be S.M.A.R.T
 - Specific
 - Measurable
 - Achievable
 - Realistic
 - Timely
- ☐ **Taxonomy** — Does the site's structure support and guide users towards goals and finding information?
- ☐ **Ethos** — Does the website reflect who your organisation really is?
- ☐ **Fit** — Does every proposed feature match how your organisation actually operates?
- ☐ **CTA** — Calls To Action. Does the site have forms, buttons, links, contacts etc to help visitors reach a desired outcome

A — ACCESSIBILITY

- ☐ **Contrast** — Is there strong colour contrast so text and important elements are easy to see? This also covers font type and size
- ☐ **Colour safe** for colour blind or visually impaired visitors
- ☐ **Colour independence** — Is meaning conveyed by more than colour alone?
- ☐ **Images** — Do images have proper alt text for screen readers?
- ☐ **Navigability** — Can visitors find what they need without confusion?
- ☐ **Mobile responsiveness** — Does the site work well on a phone screen?
- ☐ **Language** — Does the site support the languages your visitors actually speak?

M — MANAGEMENT

- ☐ Self-sufficiency — Can you make small edits yourself, without calling a developer
- ☐ Ease of use — Is the content management system simple enough for a non-technical person?
- ☐ Training — Will you get proper guidance on how to manage the site once it's live?

S — SUSTAINABILITY

- ☐ Support access — Is help easy to reach when something breaks?
- ☐ Cost clarity — Do you know the full cost picture — build, hosting, and maintenance
- ☐ Platform freedom — Can you move your site to another provider if you need to, or are you locked in?
- ☐ Room to grow — Can the site scale and adapt as your organisation's needs change?

Want the full story behind PAMS? Read the article at web.kiwi.nz/planning-a-site