

**CUBICLE  
NINJAS**

# **Website Workbook**





# Hello!

Your website is your most important customer facing tool. It should reinforce your brand, delight new visitors, and grow your business. If it isn't, it is time for a change.

This workbook anchors our decisions in a shared company vision, reinforcing key goals, outlining often missed questions, and drawing the line in the sand for our favorite word: launch. With a completed workbook we will provide you a clear, fixed timeline for our ninjas to work against.

Tired of homework? As long as you know this information we're all set. Our expert team can capture this information by phone or in person if it would be a better fit.



# Define Your Project Goals

As partners in your success, we've seen that when goals are set (and designed against), the results are higher.



**What do you want  
to be known for?**

**How do your  
future plans differ  
from the current  
state of your  
website?**

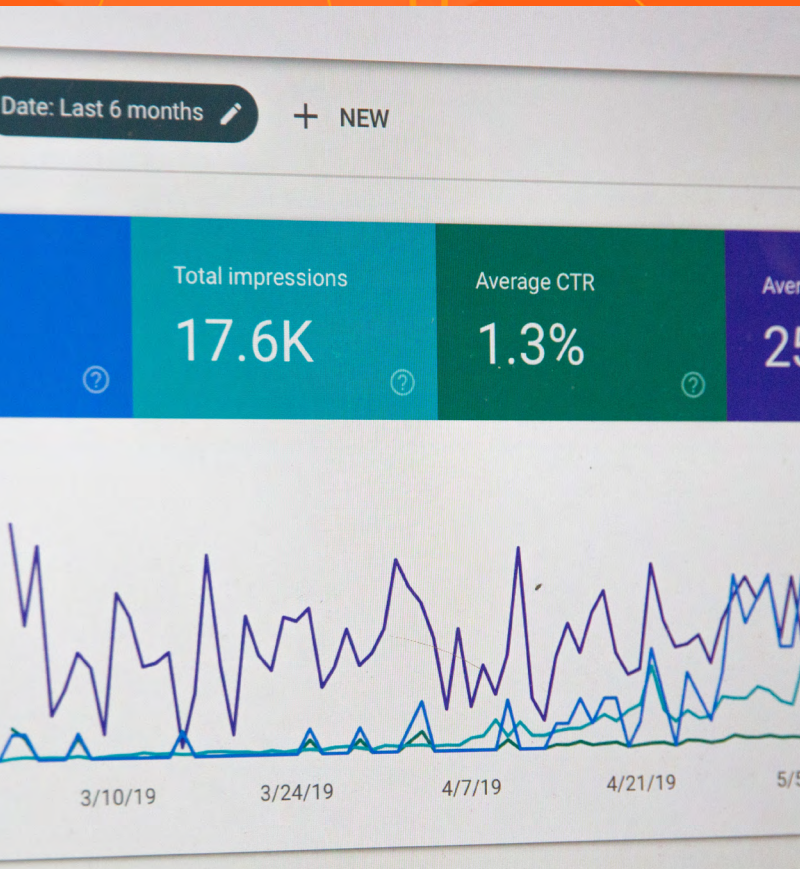
**What quantitative  
goals do you have  
for your site?**

**What qualitative  
goals do you have  
for your site?**

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# Share Your Analytics

Constant measurement is the key to achieving your goals. Ensure your website's success by effectively utilizing your visitor data.



What analytics  
is your team  
planning to use?

How often  
does your team  
look at your  
analytics data?

**A.** Daily

**B.** Weekly

**C.** Monthly

**D.** Yearly

**E.** Never

**F.** We don't currently have analytics data.

Do you need help  
understanding  
your analytics?

Yes

No

Would you like help  
understanding your  
competitors analytics.

Yes

No

If yes, which areas  
of focus are most  
interesting and/or  
helpful to you?

Don't have  
a plan yet?

Let us help you with that by setting up a standard  
website analytics account for you!

# Examine Your Site Map

Even the most beautifully designed websites are nothing without a solid structure to organize content and guide the user experience. Help us lay the groundwork for a strong foundation for your new site.



**What are the current problems you see with your site structure and how does it affect your audience?**

**What pages and/or sections of your site are providing the greatest conversions?**

**Is there a competitor whose site structure most appeals to you? Why?**

**Anything else about your site structure our team should keep in mind before diving in?**



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# Promote Your Social Media

Social media is a major aspect of brand presence in the modern era. Share with us so we can share with the world.



What social media  
accounts would  
you like to feature  
on your website?  
Include URLs for all  
that apply.



flickr



Other

Other

Other

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# Identify Your Competitors

The best way to identify opportunities in the market is to check out the competition. We use this information to supplement our overall content strategy and elevate you far beyond your competitors.



Competitor URL

What do you think  
of their website?

Competitor URL

What do you think  
of their website?

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# Identify Your Audiences

An important part of creating your new website is defining the audience you'll be targeting. This step drives a more focused design and will help us build more effective visual solutions.

## Audience #1

Describe this  
persona?

What do  
they love?

What do  
they hate?

How do they  
find you?

## Audience #2

Describe this  
persona?

What do  
they love?

What do  
they hate?

How do they  
find you?



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# Identify Your Audiences

An important part of creating your new website is defining the audience you'll be targeting. This step drives a more focused design and will help us build more effective visual solutions.



## Audience #3

Describe this  
persona?

What do  
they love?

What do  
they hate?

How do they  
find you?

## Audience #4

Describe this  
persona?

What do  
they love?

What do  
they hate?

How do they  
find you?



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# Setting the Mood

A compelling website should evoke a specific emotional response in users that wholly encompasses the brand and its mission. This is an essential part of shaping the overall user experience.



Which best  
describes the  
emotional  
response you  
would like your  
website to project?  
Choose A or B.

**A.** Energy & Excitement

**vs.**

**B.** Peace & Relaxation

**A.** Optimism & Joy

**vs.**

**B.** Solemnity & Respect

**A.** Class & Elegance

**vs.**

**B.** Boldness & Attitude

**A.** Adventure & Thrill

**vs.**

**B.** Comfort & Hominess

**A.** Trust & Security

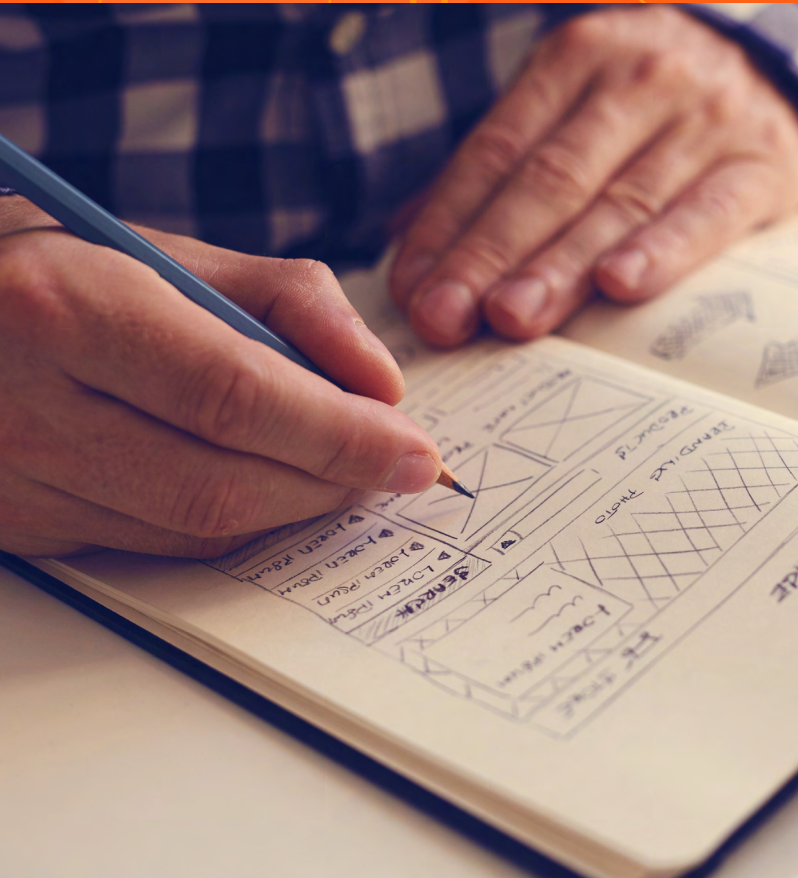
**vs.**

**B.** Intrigue & Mystery

Other?  
Please Specify

# Creative Engagement

We believe the creative process is a collaborative one. By understanding your design preferences, we can bring your vision to life more efficiently and successfully.



Which style best  
represents your  
website vision?  
Choose A or B.

**A.** Light

**vs.**

**B.** Dark

**A.** Photographic

**vs.**

**B.** Illustrative

**A.** Animated Assets

**vs.**

**B.** Static Assets

**A.** 2D

**vs.**

**B.** 3D

**A.** Light & Bright

**vs.**

**B.** Bold & Colorful

Which style best  
represents your  
website vision?  
Choose A or B.

**A.** Modular Structure

**vs.**

**B.** Unique Grid System

**A.** Open & Airy

**vs.**

**B.** Content/Visual Heavy

**A.** Animated

**vs.**

**B.** Static

Which navigation  
system appeals to  
you most?

**A.** One-Page Scroll

**D.** Top-Level Navigation

**B.** Dropdown Navigation

**E.** Vertical Navigation

**C.** Hamburger Navigation

Which page  
structure appeals  
to you most?

**A.** Longform, layered pages

**C.** One-Pager

**B.** Condensed Minimal Content



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# Highlight Sites You Love

A website is more than perfect copy or striking images: websites are interactive brand experiences. The best way to find what you love is to see similar sites. Taking the best bits and remixing them into a fresh perspective for your brand.



URL

Because...

URL

Because...

URL

Because...

URL

Because...

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# Highlight Sites You Dislike

There are also elements, visuals, themes, and ideas that do not compliment your brand. Identifying and avoiding these facets will help you create a consistent and effective brand experience.



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# You're Ready!

We've got everything we need now to have an effective conversation about your website. Understanding your unique goals, audience, and experience vision helps us provide the most helpful creative and technical recommendations throughout the process. Be sure to save this document and refer back to it throughout the design process.

**Let's get started!**



**Are you a current Cubicle Ninjas client?**

Please return this complete booklet to your friendly Cubicle Ninjas account or project manager.

**New to Cubicle Ninjas?**

Please send this completed booklet to [Hello@cubicleninjas.com](mailto:Hello@cubicleninjas.com) to brainstorm your vision.