



Website Project Planner

By answering these questions, you will help us craft a proposal that meets your needs. Once we know what you're looking for and see the project's size and nature, we will be able to recommend various options and provide you with pricing and how long the project may take to complete.

Thank you for taking the time to answer these questions as thoroughly as you can.

The Basics

1) Company name:

2) How long has your company been in business?

3) Briefly describe your company:

4) Do you have a registered domain name yet? (i.e., www.ourbusiness.com)

5) Project contact person (include name, phone #, mailing address, and email):

1) Please describe the *feelings* you wish your site to evoke, and the *brand attributes* you want it to convey. (i.e., warmth, friendliness, reassurance, comfort, or excitement. Sample brand attributes might include caring, honesty, humor, professionalism, technologically savvy, reliability, and trustworthiness, etc.)

2) Describe the site's desired look and feel by using adjectives and short phrases. (i.e., easy to look at, edgy, classic, up-to-date, crisp, modern, traditional, understated, etc.)

3) List some websites that you like and explain why.

4) Describe the users of your site. (i.e., young people looking to buy music, vacationers looking for a restaurant, moms looking for a babysitter, etc.).

5) Where/how do people learn about your company/product/service?

6) What goals should the website achieve for you?

Project Parameters

1) Is there an end date the project needs to be completed? If so, how soon would you like it done?

2) What is the general range of your budget for this project?

Scope & Features

1) How many pages will your site be? (Typically a website has 5 or 6 main pages – Home, About, Services, Contact, Other. Each of these main pages can have sub-pages. Please list those to the best of your ability as well)

Main Pages:

Sub Pages:

2) Is the content ready for this site? (i.e., text, photos, videos, etc.) If not, how soon do you anticipate having it ready? (i.e., two weeks, next month, etc.)

3) Is there any special functionality you would like to have in your website? (i.e., slideshow, event calendar, animated logo, sign-up forms, online store, etc.) If so, please describe:

4) Does your site involve content that you would like to keep updated regularly? If yes, which parts and how often?

Additional Comments

We've tried to keep this worksheet as general as possible, but every project is unique. Here is your chance to add any extra information you think will be helpful.

Thank you.

DzinePOD