

DzinePOD

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):

Purpose & Audience

1) What is the primary purpose of your website?

2) What goals should your new and improved website achieve for you?

3) Please 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 are some of the changes you would like made to your current site?

7) How important is it to maintain your current look and feel in your new site?

Project Parameters

1) Is there an end date the project needs to be completed?

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

Scope & Features

1) Will your new site include parts of your current site? If yes, which parts?

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) 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.

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