

PROJECT PLANNER.

Introduction

Communication is the essence of a successful project, which is why we made this form for you to use to help communicate your project with us and plan your project with us.

This project planner helps us understand your overall goals for the project. Please fill out this document the **best you can**. If you find a question that doesn't apply to your project or doesn't make sense, **feel free to leave it blank**. After we review this document we can put together a quote and begin production.

Contact Information

Your Name:

Name of Business/Organisation:

Email Address:

Business phone number:



General Project Information

What is the desired launch date for your project?

What is your current or intended URL for this project?

What is your budget or intended budget for this project?



Site Redesign Information (If this project is not going to be a site redesign then skip this section)

What is the main goal in redesigning the website? (i.e. better user experience, targeting a different audience, updating sites look and feel)?

Which aspects of your current site do you feel are successful and why?

Which aspects of your site current are unsuccessful?

What portions of content from your current site will be transferred to your new site?

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Project Goals

Briefly describe your site's content and what service it seeks to provide:

What is your main reason for this project (i.e. to promote a new service and/or product, targeting a specific audience, making the site user friendly)?

Are there any other considerations that could impact the project schedule? (launches, marketing campaigns)?

Target Audience

Describe a typical user that will visit your site (provide more than 1 profile if applicable):

What action(s) should the typical user perform when visiting your site (search for information and/or purchase a product/service)?

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Do you know how many people visit your site on a daily, weekly, or monthly basis?

Look, feel, and site content

To the best of your ability, use words to describe the end result of your project's look and feel (i.e., clean, retro, modern, minimalistic):

List two or three other sites you like and why:

How does your company set itself apart from the competition (please provide competitor URLs)?

To the best of your ability, please tell us how many pages your site will need:

Awesome. Now just attach and [email this form to us](#) and we will respond with a quote for your project as soon as possible. Thank you.

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