



Web Project Planner

This document will help us put together a solution that best reflects you and your organization.

1. Tell us about yourself

Business or Organization Name:

Primary Contact Person (Name and Title):

Email Address of Primary Contact Person:

Contact Numbers (Phone & Fax):

Mailing Address:

2. What are the services you'd like discuss?

Mark (X) for required services.

- | | | |
|---|---|---|
| <input type="checkbox"/> Web Strategy | <input type="checkbox"/> Website Makeover | <input type="checkbox"/> Storefront options |
| <input type="checkbox"/> Web Design | <input type="checkbox"/> Streaming Media | <input type="checkbox"/> Content Management |
| <input type="checkbox"/> Search Engine Optimization | <input type="checkbox"/> Email Marketing Services | <input type="checkbox"/> Web Hosting |

3. Background

Q. Please describe your business/organisation, business concept, what products/services you offer, what your primary market is etc.

Q. Please tell us about the time-line and the budget. If the project will launch in phases, list the intended milestones and budget for each of them (if known).

Example: "We would like to have it ready within 3-4 months and we have a \$8,000 budget to work with.

Note: The above information is vital in proposing the appropriate solution. If you are not 100% sure, feel free to mention a range.



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4. Project Specific Details

Q. Do you have a website already? () Yes () No

Q. What is your current (or intended) URL?

Q. What are the primary problems you'd like to overcome with this redesign or what is its primary purpose, if this is a new design?

Q. Who are your competitors, what do they do well and what are their weaknesses? Please list their URLs.

Q. Please list the URLs of sites you find compelling (need not be your competitors or the same business domain). What specifically do you like about these sites?

Q. Who are the primary and secondary users of your website and what action do they take/perform when visiting your site? Please describe in detail.

Example: "Primary users are visitors looking for information on our services and they would subscribe for our newsletter, read our blog and perhaps contact us via email"

Q. Do you have a logo or specific colors that you want to be included in the site design?

Q. Use a few adjectives to describe how the user should perceive the new site. (Ex: prestigious, friendly, corporate, fun, forward-thinking, innovative, cutting edge, etc.)

Q. What is the approximate size (in number of pages) of the site you would expect?

Example: Site of less than 15 pages or site with hundreds of dynamic pages generated through a content management system.

Q. What special features/functions would you like to have in the site? Please describe them in detail.
Examples: storefront, blog, streaming media, etc.



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5. Additional Notes/Comments (Please take as much space as you wish)

6. Thank You!

Thanks for your time. Please save this document in your company name (name.doc) and email it back to the projects@itcetera.com. We will get back within three working days.