



## Introduction

Communication is the foundation upon which successful projects are built.

This Project Planner will help you articulate and identify the overall goals for your project in a way that we can understand and use to accurately provide you with an estimate. Please fill out this document to the best of your ability. If there is a question that doesn't make sense or doesn't apply to your project, **feel free to leave it blank**. Once we get all of the information we need, we can begin preparing a quote or set up a phone conference to get in to the specifics.

## Contact Information

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Your name:

Your business or organization name:

Your email address:

Your business phone number (including area code or country code):

## General Project Information

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What is your current (or intended) web address or URL?

What is your desired launch date for this project?

Do you have a budget already established for this project? If so, please indicate your budget.

Can the project be divided into phases to account for budget and timing constraints?

## Redesign Information *(If this is not a redesign, please skip this section)*

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What is your main goal for this redesign (i.e., provide a better user experience, update the site's look and feel, target a different audience)?

Are you looking for a new logo and branding or are you satisfied with what you have in place?

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

Which aspects of the site do you feel are unsuccessful and why?

Do you plan on using content from the existing site and if so, which portions?

## Project Goals

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Briefly describe the site's concept and what service it seeks to provide:

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

Are there any other considerations that could impact the project schedule (i.e., new product launch, trade show, marketing campaign)?

## Target Audience

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

What action(s) should the user perform when visiting your site (search for information, sign up for an account, purchase a product/service)?

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

## Look & Feel

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

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 has:

Will the site contain static pages or are you looking for a Content Management System that will allow you to add content as you see fit?