



PROJECT PLANNER

Help us to get to know you better! These questions are the kinds of things we would ask you, were we talking face to face. It's the first step of a project plan and will help us to give you the best advice and proposal.

Please complete it as well as you are able and email it to mariska@studio35.co.za - we ordinarily respond with a proposal within a week.

If you require something before that, or if you're in a rush, please let us know when you send this document back.

About You

What are your name, title and organisation?

Answer here:

What are your email address, postal address and telephone number?

(Including country / area codes if necessary – we are in Centurion, South Africa)

Answer here:

Tell us a little about you or your organisation. What do you do, what makes it unique or special in your eyes?

Answer here:

Do you currently have a website? If so, please tell us the domain name:

Answer here:

Please supply Web addresses of your competitors' sites, or sites on related subjects to yours that you admire in some way:

Answer here:

Do you require a completely new website or a redesign / update of an existing one?

(If you require a redesign what problems are you trying to solve?)

Answer here:

What are the main goals of the project?

(Identify the main purpose of the website and include information about the service, idea(s) or product(s) the website will deliver :)

Answer here:

Who will manage the project and, if known, who will maintain the website after launch?

(If you already have Web managers in place, or technical staff to manage or maintain your website, please let us know.)

Answer here:

Your Brand

What is the core message you want to convey to your audience?

(Use keywords to describe the message - Quality, fun, erudite, community, probity, reliability.)

Answer here:

What does the design of the site need to look like?

(E.g. The design may need to be "clean and simple" or "ambitious", "rich" or "evocative". Include example sites if possible.)

Answer here:

Your Audience

Who will be the main audience that you wish to reach?

(Please provide a description of the people who you anticipate will make up your primary audience and the roles they might have in organisations if appropriate :)

Answer here:

What are the *main tasks* that you wish visitors to complete whilst visiting your site?

(E.g. you may wish them to contact you, make appointments, buy a product or sign up as a member :)

Answer here:

What will your audience want from your site?

(If you require a redesign what requirements aren't being met? Have you had any positive or negative feedback from users?)

Answer here:

Features and Scope

Does the site require any specific dynamic applications? For example a blog, a community network platform, a forum, an e-commerce facility or a content management system?

(If you need a redesign, please give information about the current systems you have, including version numbers and Web addresses where we can find more information if available.)

Answer here:

Do you already have content for your site? If so, is it a few pages, or thousands of pages managed through a dynamic application?

(Please state the application and version used)

(If you do not already have content we can advise on the structure of the site to give the best possible user interface and discovery via search engines and Web machines.)

Answer here:

Technical Design

Do you have a specific range of operating systems (e.g. Windows, OSX, Linux) and browsers (e.g. IE6, Mozilla / Firefox 1+, Safari 1+) that your site needs to support?

(We develop websites with Web standards based techniques to ensure the widest possible reach.)

Answer here:

Do you have specific accessibility requirements for your site?

(We ordinarily design to conform to the Web Content Accessibility Guidelines priority 2 checkpoints and include the latest best practice wherever possible. If you are aware of specific disabilities within your target audience, please let us know.)

Answer here:

Timescales and Budget

What is the time frame for your project? Do you have specific deadlines you need to meet? Let us know:

Answer here:

We appreciate that many clients do not wish to specify a budget in advance, but any information you are able to provide us with will help in creating the most cost effective proposal. Please feel free to include a range.

Answer here:

Thank You!

Thank you for taking the time to complete this. We will almost certainly contact you to introduce ourselves and have a chat about the project. Otherwise, expect a proposal back from us within a week.

Please save this document with a new name (ideally your organisation name) and email it to mariska@studio35.co.za and don't forget to let us know if time is of the essence!

Regards,

Mariska Pelser

Studio35

<http://www.studio35.co.za>

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