

Client: \_\_\_\_\_ Date: \_\_\_\_\_

Product/Service: \_\_\_\_\_

Project: \_\_\_\_\_

Summary: \_\_\_\_\_

## I. PROJECT OBJECTIVES:

1. What is the scope of the assignment (brief overview of the project)?

2. What is the final deliverable?

Business to Consumer website  
Business to Business website  
Intranet  
Extranet  
Internet Marketing Program  
Web Application  
Flash Animation  
User Experience Customization

Search Engine Marketing, Organic SEO  
Search Engine Marketing, PPC  
Search Engine Marketing, Paid Inclusion  
Search Engine Marketing, Link Building  
Email Program  
Interactive Ad(s)  
Viral Marketing Program  
Banner Advertising Campaign

3. What is the primary purpose of the new site? (Please be specific)

4. Are there any secondary goals and/or long range goals of the new site? (Please be specific)

## II. EXISTING SITE:

5. If this is an existing site, who developed the site? How long since initial launch?

6. Please provide the URL/web address

7. What development platform was used to develop the current site/application?

8. Describe how content is currently being developed and published, if at all.

9. Are any (CMS) content development/management tools being used? If not, would you like CMS?

### III. SITE AUDIENCE / TARGET AUDIENCE

In designing web solutions for the “*Most Valuable Customer*” (MVC) who are you targeting to visit/use/return to your site? Focus on this target will influence my recommendations on design, content, and e-marketing strategies employed on the site.

10. Please provide a description of the “MVC target” for the communication (e.g., consumers, sales force, suppliers, etc.)

11. What are the demographics, psychographics; buying and usage habits; values, attitudes and lifestyles of the “MVC”?

12. What are the specific customer problems/needs the website should solve?

13. What adjectives can be used to describe the way the project (e.g., website) should be perceived by the visitor? (e.g. cool, informative, useful, fresh, innovative, helpful, etc.)

14. What is the first impression that new users should have from the web site?

15. What is the lasting impression that any user should retain?

16. Regarding your target audience:

- a. Which browsers are they most likely to use?
- b. At what connection speed?
- c. On what size monitor?
- d. How much time do they spend online each day?
- e. Which plug-ins are they likely to have loaded?

### IV. DESIGN INPUT

17. What should the web site personality be? (Lively, elegant, playful, creative, corporate, friendly, etc.)

18. What should be the web sites tonality? (Serious, corporate, secure, reliable, lighthearted, etc.)

19. Should the user have a vigorous interactive experience or a simple one without many frills?

20. List at least three relevant web sites that you like and why?

1)	
2)	
3)	
4)	
5)	

21. Identify requirements or expectation in regards to:

f. Color palette & Fonts	
g. Mood or ambience	
h. Content tonality	
i. Navigation presentation	
j. Photography and style	
k. Rich Media	

22. Communication Strategy: What is the overall message you are trying to convey to your target audience? (For example: cost-effective, secure, reliable, efficient, cool, creative, etc.)

23. How will you convey the overall message? For example: effective message through copy, directed path towards goal, specific offer on homepage, etc.

24. Competitive Positioning: How are you different, what sets you apart from your competition and the factors which will make you a success?

25. What areas of the current site are successful and why?

26. List your three major competitor URL's.

- 1)
- 2)
- 3)

27. Targeted Message: State a single-minded word or phrase that will appropriately describe the site once it is launched.

## V. CONTENT INPUT

28. Will this site use existing content from the current site? If so, what is the source and who is responsible for approval? If not, will you be creating content in-house or do you require assistance?

29. Describe visual elements or content which should be utilized from your current site or marketing materials (logo, color scheme, navigation, naming conventions, etc.)

30. Visuals (must be provided on disk/CD in EPS or JPEG format). Who will provide visuals? Would you like me to source visuals from 3rd party image libraries?

31. Will there be any 3rd party content delivered on the site? If so, please explain:

## VI. TECHNOLOGY INPUT

32. Are there specific technologies (Flash, MySQL, CMS, etc.) you would like to use in the site? If so, please explain?

33. Will you have database functionality (dynamic content generation, search capabilities, personalization, log-in, etc)?

34. Do you currently have a hosting partner? If so, who? FTP Login will be required.

35. Do you use any software to track web usage, if not, would you like it set up? (e.g. Web Trends, Analytics, etc.)?

## **VII. MARKETING INPUT**

36. How do most people find out about your current web site? What methods of distributing the URL already exist within the company? Do you use any social media tactics?

37. Briefly, what are your short-term marketing plans (Specifically for the site redesign and the 12 months following launch)?

38. Do you intend to keep the site updated? If so, how often? Who is responsible for updating and providing content?

39. What are the actions you wish for the audiences to take on the site? (i.e., apply online for a job, call for more information, send an e-mail requesting a price quote, invest in your company, etc.)

40. What is the total budget available for the project, both short-term and long-term. Include labor costs for design, development and continuing support, as well as technology costs for development, hosting and maintenance, and outside service vendors who will contribute to the effort. Will any full-time staff positions be created? (If so, have the candidates been recruited and hired and will any training be necessary?)

41. Is there a budget for a marketing campaign for the site? If so, how much?

42. How are you currently addressing your search engine optimization? Are you interested in a separate quote on this topics?

## **VIII. SUCCESS METRICS AND MEASUREMENT**

43. How will you measure the success of the web site? (e.g. e-mail inquiries, newsletter subscribers, site traffic, etc.)

44. What measurable metrics would make this project a “home run”? (For example, increase site traffic by X%, increased sales X%, increase average order size by X%, increase promotion offer participation, etc.)

45. Call to Action – What specific actions do you want visitors to take?

46. Qualitative Results:

47. Quantitative Results:

## **IX. TIMELINE**

48. Please provide key schedule milestones that must be achieved. Are there any key milestones or deadlines associated with other events (board meetings, SEC filings, re-launch of brand, fiscal year, tradeshows, etc.) that must be considered?