

Project Planner 2018

Please take a moment to answer the following questions in as much detail as you can. It's super useful if you can give us an idea of your budget. As a guide we have a studio day rate of £540 plus VAT.

1. What does your business or organisation do
 2. Please summarise the website
 3. Is this a redesign of something that exists or designing something new? If it exists what is the URL?
 4. What are your major goals for this website?
 5. What is motivating you to do this website now?
 6. Do you have a date when the website needs to be completed?
 7. What is most important about this website?
 8. How important is each of these?
 - Rebranding/New image/Look and feel
 - Engineering/Backend development
 - Improving key metrics/Quantifying success or results/Conversion
 - Content strategy/writing
 - Understanding your audience or organisation
 - Getting it done as fast as possible
 - Getting it done as inexpensively as possible
 - Differentiating from competition
 - Reach a new audience
 - Better demonstrate value or correct misconceptions
 9. What does success look like? How will you know this website has succeeded?
 10. Who is/are your audience/your target users/your customers?
 11. Is there anything that concerns you?
 12. Is there anything about your organisation that might make this project easier or harder in any specific ways?
 13. What is your budget range?
 14. Do you require some form of content management? If so what would you like to manage?
 15. What does the selection process look like at your end? How many people are you talking to and when do you expect to be making a decision?
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