Website Project Planner

This document is meant to help you define your goals, needs and functionality for your new website. Please take time to carefully consider your answers. This document will be used as a planning guide that will inform the design and development of your site. I'd invite you to be as thorough as possible and try to answer all the questions to the best of your ability...I've found that more information is much better than not enough.

Thank you for allowing us the privilege of working with you on your new website! As always, if you have questions, please contact me!

Kind Regards,

Chip

cat@chipthompson.com

Do you have a company logo?

Do you have a company tagline?

What are your company colors that should be considered when designing your site?

Have you considered taking a fresh look at your corporate identity? This a good time to consider refresh or an entirely new identity.

Describe what your company does (what products/services you offer):

How is your company currently perceived offline? Do you want to carry the same kind of message through your website?

What is the "personality" of your company and how you want to be perceived:
Descriptive Words: What words below best describe your business (CIRCLE BELOW)?

Dependable	Authentic	Hi-tech
Progressive	Enthusiastic	Effective
Traditional	Unique	Precision
Forward	Integrity	Original
Established	Practical	Mainstream
Edgy	Fun	Modern
Strong	Serious	

ANY OTHER WORDS COME TO MIND?

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Who is your target audience?

Why does your target audience need this website?

Can you list your competitors? Please provide URL's, or contact details for us to begin our research.

Why do you believe website visitors should do business with you rather than with a competitor?

Do you currently have a website? **YES** **NO** If so, what is the main URL?

What other domain names do you own?

Which areas of your current website work well? Why is that?

What are your top three frustrations with your current website?

1. _____

2. _____

3. _____

Please provide some information about the look and feel you would like for your website. You may also provide examples.

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

What features you need on your site:

Contact Form

Google Map

Image Gallery

Online Store

Mobile Version

OTHER:

Are you providing all text/images for this project, or do you require copywriting and photography services?

Please list 5 websites you like. *Include the URL*, what you like about each site, and what you would improve upon.

1.

2.

3.

4.

5.

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Please list 5 websites you don't like. ***Include the URL***. Tell us why you don't like them.

1.

2.

3.

4.

5.

How do people find your current website?

Do you have a newsletter?   **YES**   **NO**

Do you have control over the domain?   **YES**   **NO**

Do you have hosting?   **YES**   **NO**

Who is your current hosting company?

Why do you want to work with Chip Thompson Design?

How did you find us?

Did you read any of our blog?   **YES**   **NO**