

Project Profile

Client _____
Street _____
City & Zip _____
Web Site _____
Client Contact _____
Title _____

Date _____
Phone _____
Email _____
Fax _____

Optional

Decision Makers _____

Technical Contact _____
Title _____

Phone _____
Email _____
Fax _____

Project Number _____
Account Manager _____

Work Order Number _____
Project Manager _____

Client Background - (Industry information, competition, marketing strategy, etc.)

Basic Goals of the Project

What do you want the site to accomplish?

What is the purpose of the site?

What message do you want to convey with this site?

How will you persuade your audience to accept your message?

What would you describe the tone of the site to be? (friendly, professional, modern, etc.)

How will you measure success?

What site features would help you meet the intended goal?

Proposal and Presentation

What will be needed for the proposal presentation:

- Written proposal
- Ballpark estimate
- Flowchart of the site
- Storyboards
- Roughs/Thumbnails
- Graphic prototype
- Functional prototype

Is there a presentation budget?

How important is the Graphics presentation to the overall proposal?

Audience Assessment

What is the user experience you are seeking to establish?

Who are the users and what are their goals and objectives?

Audience Demographics and User Technical Profile - see **Attachment #1**

How do you envision your clients interacting with the site?

Describe as many scenarios of audience use.

Content

What depth of information and level of detail will be offered on the site?

Who will provide the content?

What copyright information needs to appear on the site?

Content Elements and Functionality - **See Attachment #2**

[Static - Copyright notices, privacy statements, membership rules; Dynamic - ; Functional - member logon pages, signup pages for email newsletters; Transactional - purchases etc.]

Timeline

What is the anticipated launch date

Budget

Is there a budget or budget range for this project?

Other

Who will host the site?

Will there be on going maintenance and who will provide it?

Who will promote the site and what promotional strategies will be used? - **see bottom of Attachment #1**

Who will update the content?