



# Project Planner



## The project planner is your friend...

It will help me to obtain a clearer idea of your expectations and hopes for your online business.

Please take your time and answer all the questions you feel are relevant. To fill out the form, type inside the designated boxes, once finished save the PDF to your hard drive and email me a copy.

Kind regards,

James - Delicious Webdesign

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### Company Details

Company name.

Contact person for project (this person will be my only point of contact and will relay all final decisions).

Tagline or slogan.

Do you have a company logo?

Please describe what your company does.

What makes your company unique?

Please select five adjectives to describe your company.

What are your business objectives for the website?



## Target Audience

What is your target market for your business?

Approximately what is your target market's age group?

## Website Design Details

Is this a redesign or a new site?

What is your allocated budget and timescale for the website. (a rough budget will allow me to provide an estimate that best fits your needs)

Put together a list of websites that you are impressed by. They do not necessarily need to be related to your target market. Please provide a brief description of what it is you like about each site.

Do you have a specific colour scheme in mind for your site? (i.e. "Company logo colours")

If you have current marketing flyers, business cards and logos do you want your website to match your current designs or do you want a fresh design? If you have electronic copies of your logos and flyers / designs please forward them to us this will help us in the design of your new website

Is there any look in particular that you are trying to achieve? (e.g. high-tech, conservative, warm, etc.)

What aspects of your current site work well? What doesn't work so well?

What features and services will the website need? e.g.: email newsletter subscription, integration with PayPal for selling services and products, blog, client login area, etc.



Please provide the addresses of competitors' sites, if possible.

Will you want to update and edit the site yourself using a Content Management System?

## Website Hosting Details

Do you currently have hosting for your site?

Do you already own the domain name (URL) for your site?

If not, what is the desired URL?

Would you like me to organise your domain and hosting package?

Are you interested in a maintenance package? This ensures your website is always in perfect form.

## Website Structure

Please list the desired pages/sub-pages of your website. These are the pages that will be in the MAIN site navigation.

As an example: *Home page / About Us page / History / News Items / Contact Us / Links*

Is there any additional information you would like to include?

What *don't* you want your website to do?

Lastly, how did you hear about Delicious Webdesign?