

PROJECT PLANNING / PROJECT WORKSHEET

Whilst we know plenty of geeky languages, we'll always talk to you in English (Or Deutsch, or French...) because our projects are created by humans, for humans. So, in order to get started on your website we would like to get some general, human info about you, your company, and your project. In English, of course! Obviously the more accurate and insightful the info, the quicker and more accurately we can give you an idea how much your project will cost and how long it will take.

The form below contains a series of questions. Please answer each one, delete any that are not applicable to you and email it back to us at frank@vcommunications.co.uk. Oh, and because each member of your team may have a different perception or vision for the project, you may want to do it together as a group. If anything is unclear give us a call on 0161 236 9799 (we don't bite!)

Your Company

What is the name of your company, organization, club or group?

What does your company/organization/club/group do?

How big is your company/organization/club/group?

How would someone describe your company, in a few words?

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Who are the people in your organization VCommunications will be primarily dealing with?
(Please include their roles, as well as relevant email addresses and phone numbers.)

Who is the person with final approval for signing off the project?

Your Customers

How would you describe (in detail,) your typical visitor or customer?

What would they be coming to your site to do?

Why would they choose your site over others?

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Your Competitors

Who would you say your competitors are? (Please include their websites if you can.)

And what would you say puts you ahead of your competitors?

Could you give us the names of other organizations in a related field whose websites (in your opinion) don't work and why?

Your Current Website (Ignore whole section if not applicable)

What is your current web address?

What areas of your site are you happy with?
(It would be great if you could also tell us the reasons why)

How might someone describe your website, in a few words?

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If you could change three main areas of your site, what would they be and why?

Do you use a Content Management System to update the content on your site?

If so, are you happy with the system?

(What are the main features of the system that stand out as good?)

Your future website

What service will your website be providing?

Why would someone be visiting your site?

How would someone describe your new site (In a few words)?

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Could you name a few websites, which might be a good example for the way you would like your own? (Have a look at cssdrive.com and unmatchedstyle.com for some inspiration. It would be great if you could also explain the reasons why you admire each site.)

Objectives, Timescales and Budgets

Could you pinpoint the primary objective for this project?
(Selling more/improving customer experience/establishing a web presence?)

How will you know if the project has been a success?

Practically speaking when would you like to see the start of this project?

When would you like to see the project completed by?
(It would be great if you could base this on the date of a PR Launch/Trade Show etc.)

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In which category would you say your budget lies? (Delete where irrelevant)

This information is especially helpful to us because it dictates how much time can be spent working on your site.

Content and Content Management

Do you have any content ready?

(If so, what does it consist of? Photos/logo/colour scheme/ branding?)

If you don't have content, how long will it take so get ready?

Do you have a site map prepared? (If so, we'd like to see it!)

Do you want to be able to update the content of your site yourself after we have finished building it for you?

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Are there any other things you would like as part of your new site?
(Newsletter signups, photo gallery, shopping cart, etc)

Marketing

How would people ideally find out about your organization?

How would people ideally find your website?

Do you market your website in the real world? (If so, where?)

Other important things

How did you hear about VCommunications?

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Is there anything else you would like us to know about?

Read through this information a few times and email it back when you are happy it contains everything you think we need to know.

Thanks a lot for taking the time to help us help you get started with your project!

Email this completed document back to us at frank@vcommunications.co.uk - or if pen and paper is your thing... simply fax us at +44 (0)161 332 6243