

A. Background

Please fill in this form with as much detail as possible; attach any relevant documents, images or screenshots.

Organization's mission statement:

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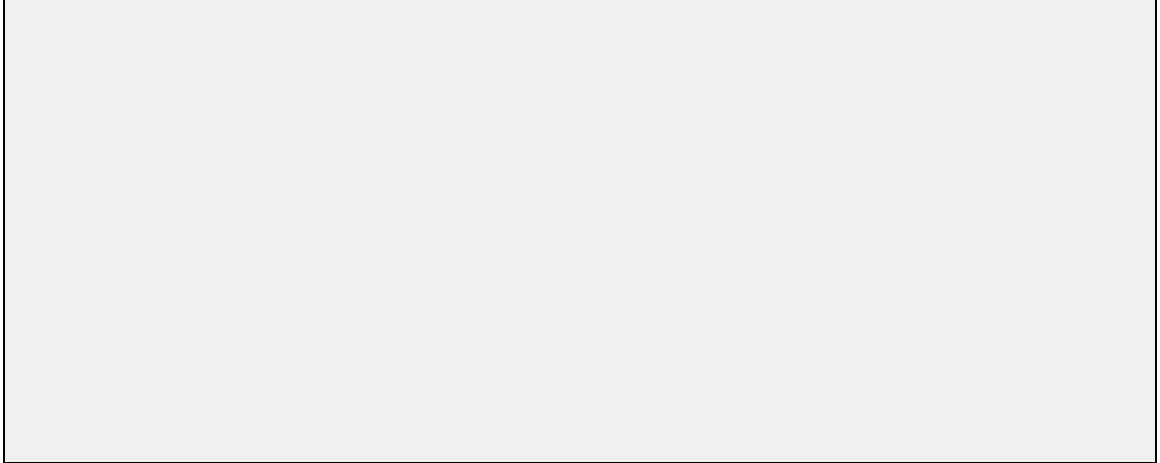
Goods/Services provided:

Please fill in any relevant product/service information.

What makes your product or service unique? Why should consumers choose your product or service over your competitors?

History of the organization:

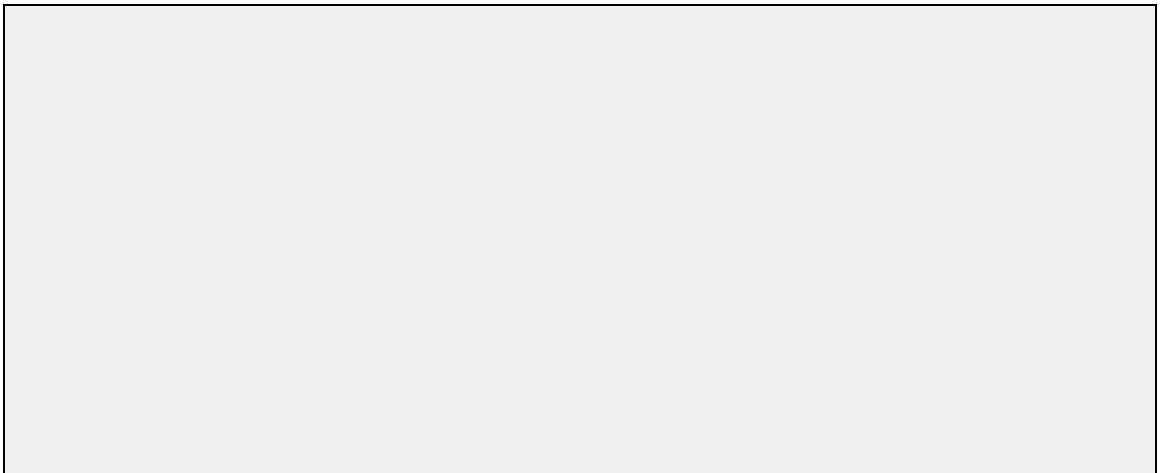
Inset any relevant background information about your company. Describe how long you've been in business? Size of business? Location? Demographic of community served?



B. Vision and Objectives for your website

What is your vision for your new website?

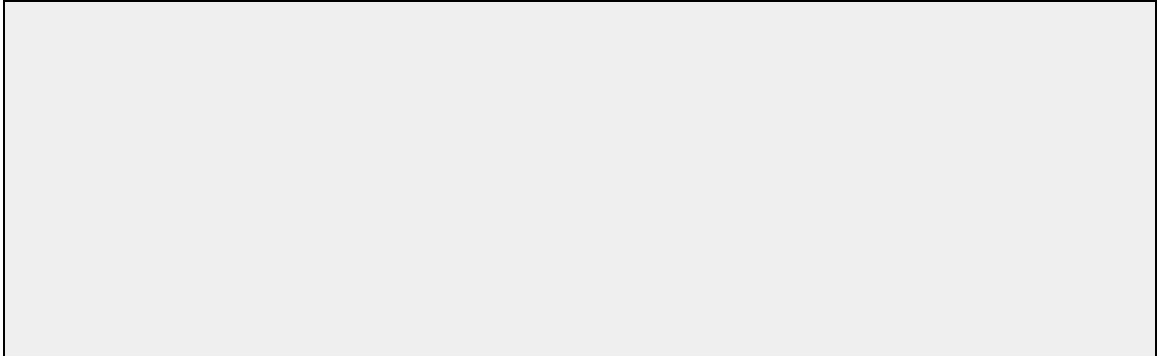
Please insert the key message / proposition here (Be as short and specific as possible).



What is your objective for having a website?

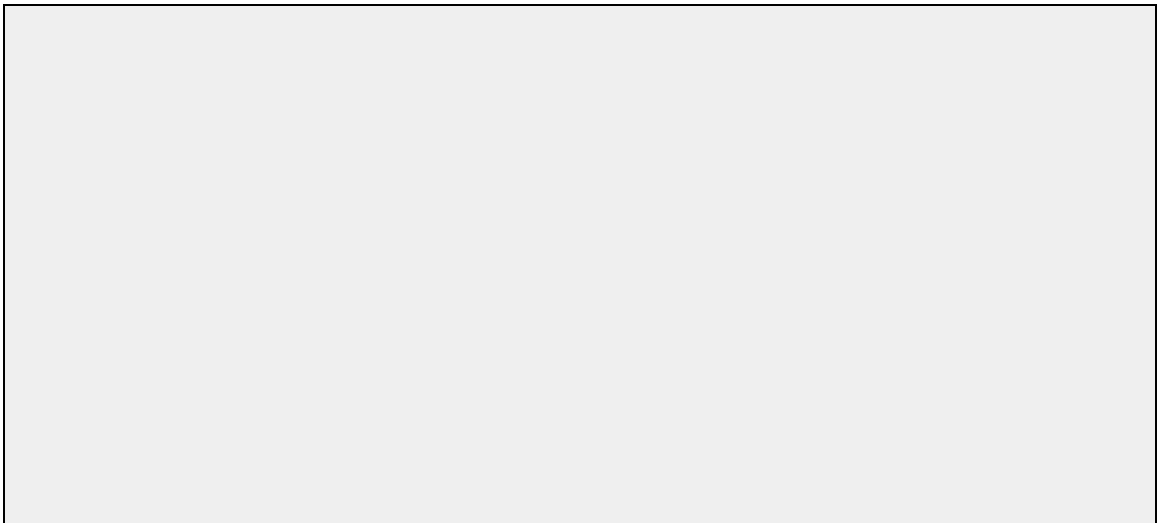
What do you want your website to achieve? How will you engage with your customers?
What functions do you want your website to have?

Examples: Social media plugins, forms, blogs, resources, appointments, etc.



C. Target Audience

Be as specific as possible about the target audience(s) for your site; an accurate breakdown of demographics e.g. gender, age groups, location (state, national, international, rural, city), interests. Provide some assessment as to their likely experience using the internet. Describe personality trait of primary target audience.



D. Project Management

Explain the management structure within your organization for building the site.

Who are the decision-makers, their respective roles, internal decision-making procedures

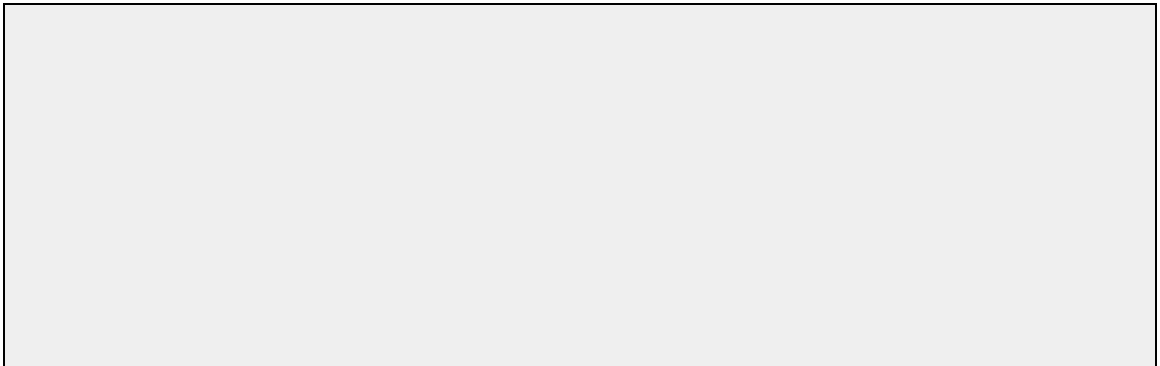
A large, empty rectangular box with a thin black border, intended for the user to provide details about the management structure within their organization for building the site.

Detail your expectations regarding project status reports

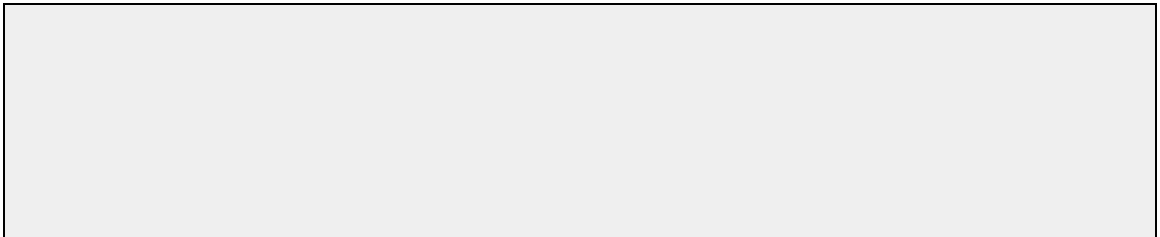
How frequently you want to meet with the designers

What is expected by way of reports

How disputes are to be resolved

A large, empty rectangular box with a thin black border, intended for the user to detail their expectations regarding project status reports, including meeting frequency, report expectations, and dispute resolution.

What is the budget for this project

A large, empty rectangular box with a thin black border, intended for the user to specify the budget for the project.

Project Schedule and deliverables

What is the deadline for the website to be up and running?

E. Design Preference

Describe the branding and identity to be used for the website

Does it need to complement the organization's existing branding (logo, font, colors) or is it purposely different? Do you have a style guide you would like us to follow?

Current marketing material

Please list current marketing material and campaigns that we should be aware of or include. Provide examples if any available.

What style would you prefer for your website? What colors would you like for your website? Fonts?

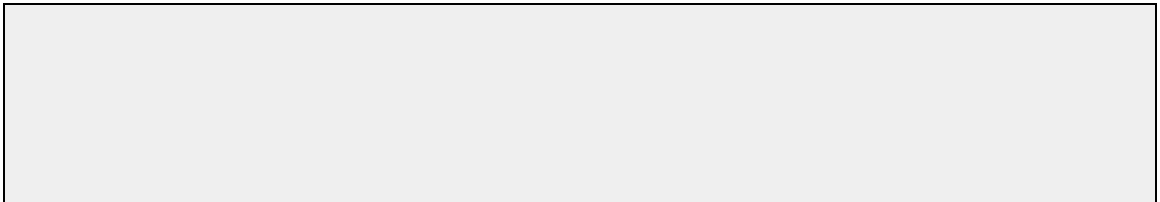
Example:

- Style - Professional, Modern, Sophisticated, Youth, Natural, Fun, Artistic, Elegant, Kids, Etc.
- Fonts - Arial, Georgia, Josenfin Slab, **Comic Sans MS**, Times New Roman, etc.



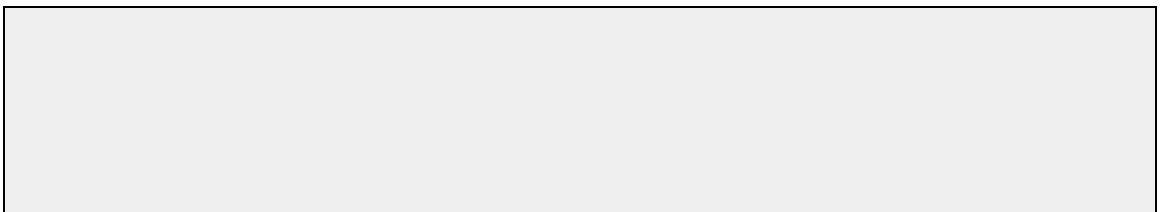
Websites you like?

Please provide URLs



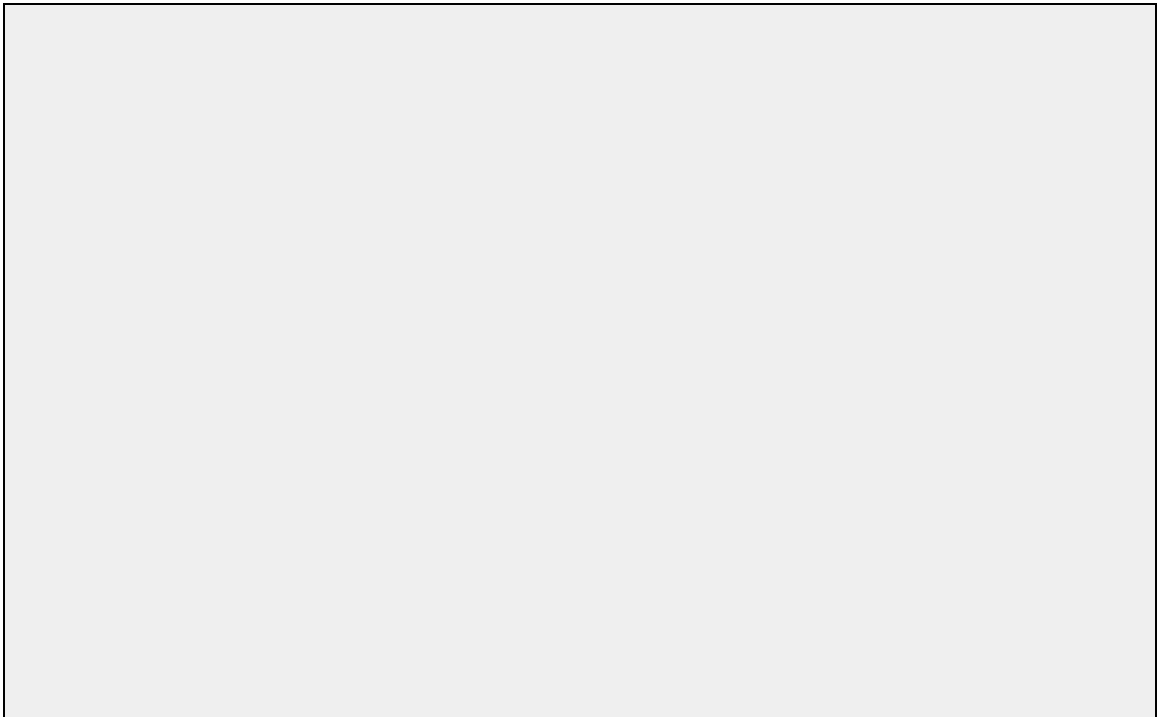
Websites you DO NOT like?

Please provide URLs



In your own words

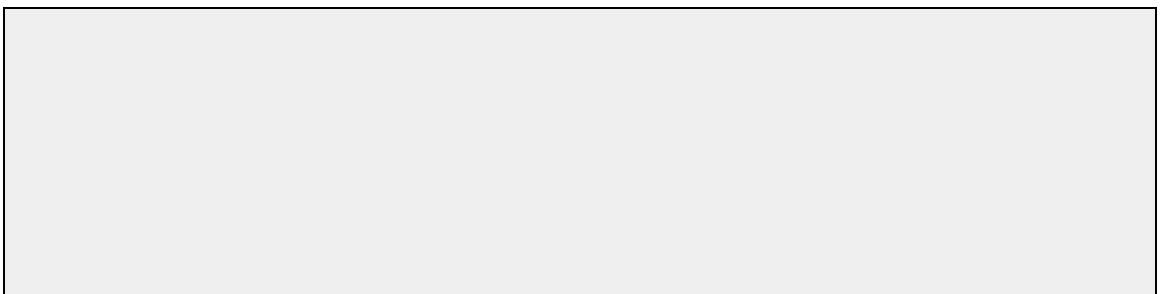
Is there anything else you would like to mention about your design preferences / requirements?

A large, empty rectangular box with a thin black border, intended for the user to provide additional design preferences or requirements.

F. Testing and Revision

Do you plan to test your new site (using surveys, focus groups, interviews, direct observations, Google Website Optimizer or other form of customer testing)? Over what period will testing take place? - at the beginning, during and/or just before launch?

If changes are required as a result of feedback from the testing, please be informed they are not part of the website design project and will be quoted for and charged separately.

An empty rectangular box with a thin black border, intended for the user to provide details about testing and revision plans.

About the Web Developer / Designer

Tell the client about yourself

What are your values

What should they expect about your experience

Contact information, etc.