Swift Media Project Planner

Thank you for considering Swift Media for your project.

Kindly complete this Project Planner so we can determine if the unique aspects of your project align with our capabilities and availability. We realize it's quite a bit to ask of you up front, but those that go on to become Swift Media clients often tell us it's a worthwhile exercise.

When you're finished, save the document as {organization name}.doc and email the document to matt@swiftmedia.ca, or attach it to our contact form. Please also have the document available for our initial meeting.

Who are you?

Your name:

Your title:

Organization name:

Email address:

Business phone including area code:

About your organization

What does your organization do? What do you do better than anyone else?

Check the box(es) that best describes your organization:

[   ]   Fortune 500 corporation [   ]   Nonprofit organization   [   ]   Educational institution

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[   ] Startup   [   ] Small business   [   ] Just an individual with a site/idea

Where is your organization located?

How many people would be involved in this project at your organization?

About your project

Is this a redesign of an existing site, or a new site altogether?

[   ] Redesign   [   ] New site

If you answered 'Redesign', what is the site's URL?

If you answered 'Redesign', when was the last time the site was redesigned?

Describe the concept, project or service this site is intended to provide or promote.

What are some of the fundamental issues you're trying to improve or business problems you're trying to solve with a site redesign? Or, if this is a new site, what's its purpose?

What sites do you consider competitors? Please comment on their strengths and/or weaknesses.

Aside from competitors, are there any sites you consider best-of-breed? (Could be completely outside of your business or industry)

What differentiates your site or idea from the competition?

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Who on your end will guide this project to completion?

Who will be responsible for maintaining the site after launch?

About your audience

To the best of your ability, describe the primary and secondary users of your site.

What known needs are they bringing to your website? (Examples include: Curiosity about or passionate interest in subject matter, desire to help a cause/become involved, business need requiring software solution.)

Into what general demographic or user groups do they fall?

For the purposes of this new site or redesign, which of these groups are most important?

What primary action should a primary user take when visiting your site?

What user needs does your *existing* site fulfill?

What needs aren't being met? Where does the site fall short?

Why else do you seek a redesign?

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About your brand

Describe in as few sentences or words as possible the *feelings* you wish your site to evoke, and the brand attributes you want it to convey. (Sample feelings might include: warmth, friendliness, reassurance, comfort, or excitement. Sample brand attributes might include: caring, honesty, humor, professionalism, intelligence, technological savvy, sophistication, reliability, and trustworthiness.)

Using adjectives and short phrases, describe the site's desired look and feel. ("Easy to look at, edgy, classic, up-to-date, crisp, modern, traditional, understated," etc.)

Do you have a visual identity established, including brand identity (logo) or is that something you need designed or evolved?

Features and scope

Does your plan include community or social features, such as user profiles, commenting, RSS feeds, forums, sharing, friend lists, rating/voting, user-generated content, etc.?

Does your plan include media-intensive components such as video, audio, podcasts and other rich media?

Is your current site powered by a content management system or publishing platform?

[　] Yes

[　] No

If you answered 'Yes', which CMS or platform are you using?

If you answered 'Yes', what do you like/dislike about it?

Are there any third-party integration points we need to know about (interfaces to a CRM, e-commerce, POS, mapping solution, social site or other use of a third party API?)

What are the estimated number of pages for your site?

Would you prefer to complete this project in a single pass or split it up into phases (each requiring separate budgets)?

Have you already created the site copy?

[   ]   All of it

[   ]   Some of it

[   ]   None of it

If you answered 'Some of it' or 'None of it', do you have a plan for tackling this effort? Do you need help establishing styles, devising a content strategy, or actually writing copy?

Design technology

Describe any technological requirements you haven't mentioned in this Planner.

Note: Sharing a realistic assessment of what you have to spend on this effort will help us scope the engagement appropriately. While disclosing your budget might not be something you typically do, sharing this information with us now will greatly reduce the likelihood of both sides spending significant time and resources "shooting in the dark."

Thanks!

We know this is a lot to ask right now, but it is a big, big help. Again please save the document as {organization name}.doc and email the document to matt@swiftmedia.ca, or attach it to our contact form. Please also have the document available for our initial meeting.