

PROJECT WORKSHEET

Your input is the foundation on which your website will be built. This worksheet will help you identify the overall goals of your website, including specific questions regarding message, audience, content, look and feel, and functionality.

Please answer each of the questions on the following pages in a thorough but brief and clear manner, and add any additional notes or comments at the end of the survey. Naturally, skip any questions that don't pertain to you. When finished, all information should be either emailed [to projects@pickspixandweb.com](mailto:projects@pickspixandweb.com) or brought with you at our initial meeting. This information will form the basis of our design and will be a key factor in the success of your website.

General Information

1. What is the name of your company/organization?
2. If you wish a domain name (i.e., [yourcompanyname.com](#)), please list 3 choices in order of importance, as what you want may not be available.
3. Briefly describe your company/organization.
4. What is/are the concept(s), product(s) and/or service(s) this site is intended to provide or promote.
5. Who are the primary contacts and who has final approval on the project? Please list names, titles, email addresses, phone numbers, & best contact times.
6. Is there an intended launch date for the new site? If so, has this date been chosen for a specific reason (i.e., PR launch, tradeshow, annual report)?
7. Do you have a specific budget range already established for this project?

Current Site (if applicable)

1. What is your current site's address?
2. Do you feel your current site is user friendly? Why or why not?
3. What specific areas of your current site do you feel are successful and why?
4. What shortcomings exist with the current site, and what three things would you change on the site today if you could?
5. What feedback have you received on the site?
6. How important is it to maintain your current look and feel, logo, and branding?

Audience/Desired Action

1. Describe the intended audience for your site. Be as detailed as possible. (e.g., age, profession, lifestyle, etc.)

2. What is the primary “action” each visitor should take when coming to your site (i.e., search for information, become a member, make contact, subscribe to newsletter, etc.)? If there are additional actions, please list as well.

Perception

1. What adjectives describe how the user should perceive the new site (prestigious, friendly, corporate, trustworthy, fun, forward thinking, innovative, cutting edge, etc.)?
2. What adjectives describe the site's desired look and feel (easy to look at, edgy, classic, up-to-date, crisp, colorful, modern, traditional, understated," etc.)?
3. How is your organization currently perceived offline? What generates that/those perception(s)?
4. How does your organization differentiate itself from similar ones? Do you think your current audience differentiates you?
5. Please list similar organizations' sites. What do you like and dislike about these sites? What do you feel works well and what works badly?
6. List the addresses of any sites you find compelling. What specifically do you like about these sites?

New Logo/Motto (if applicable)

1. What specifically do you want to communicate with a new logo and/or motto? What kind of emotional response should the visitor feel? If you already have one, what does it lack that you're seeking to get across?
2. Attach logos or mottos you like and explain what it is about them you like.
3. What colors and imagery convey the personality and tone of your organization and services?
4. What should the motto convey?

Content

1. Have you planned your site's structure/content? If so, please provide details, including any sketches of your ideas, on separate sheet(s). If not, are you seeking our help in this area?
2. Will this site use existing content? If so, what is the source and who is responsible for approval? If not, will we be helping you with content?
3. If known, approximately how many pages/sections do you anticipate your site will have?
4. Describe visual elements or content that should be utilized from your current marketing materials and/or website (logo, color scheme, navigation, naming conventions, and so on). Have all necessary releases been completed and copyright issues resolved?
5. Will you need or want our photography services (included in our prices for design purposes) to complete the design?

HOSTING / MAINTENANCE

1. Are you currently hosted somewhere else? If so, where?
Do you intend to continue?
2. If no to #1, do you intend to host with us?
3. What level of maintenance do you anticipate needing (i.e., weekly, monthly, often, seldom, etc.)? We have 2 monthly maintenance plans that are unlimited or an hourly rate.

E-COMMERCE (if applicable)

1. Do you intend to sell products/services from the website? If so, approximately how many?
2. Do you have access to current digital images (your own or from suppliers) of your products or will you need us to take care of that?
3. What payment types are you able to accommodate (credit cards, debit checks, PayPal, etc.) or wish to employ on the website?
4. Do you currently have a merchant account for the processing of payments? If so, where?

Additional Notes/Comments

Please take as much space as you need,
including adding additional pages.