



Bracewell
web works

Web Site Planner

For Web design / Web development / CMS

This project worksheet will help us understand your organization, your needs, and goals and objectives of your website. It will also help you assess and clearly formulate your ideas regarding the project. This information will form the basis of our proposal and will be a key factor in the success of your website.

After you fill the form, please e-mail it to: info@bracewellwebworks.com
or fax it to this number: **(877) 868-4509**.

Thank you!

Contact Information

Name:

Company:

Address:

E-mail:

Phone:

How did you find out about us?

Who are the primary contacts from your organization and who has final approval on the project?

Name	Position	e-mail	Phone #	Role in the project

Organization and Industry Information

Describe your company, its size, history, products, and position in the market in one short paragraph.

Which parts of the country or world do you currently service, or would like to service?

How do you want your company to be perceived on this web site?

What sets you apart from your competitors?

What is your existing catch phrase, slogan or tag-line (if any)?

Bracewell web works

Please list your competitors URLs. What do you like and dislike about your competitors website? What do you feel works well and what works badly? Examples, the layout, colors, typography, photos, content, etc.

Company	Web address (URL)	I like these features of their site	Things I don't like

Goals and Objectives

What are your main reasons for commissioning a new site (new business model, outdated site, expanded services, different audience)?

What is the desired final outcome of the new web site?

Budget

Some people feel uncomfortable stating their budget upfront, fearing that the web design professional will naturally inflate their prices to meet the high end of the budget. But just as you would tell your home remodeler what your budget is for a kitchen remodel, we need to know your budget, or at least a ball park.

Perhaps your web design wish list exceeds your budget. We can then work with you to help you figure out how to best spend your web design dollars. It may be that the web site can be designed in stages, with new features added as your budget permits.

Budget:

- \$900 - \$1300 \$1301-\$2100 \$2101-\$3100 \$3001-\$5000
 \$5001-\$7500 \$7501-\$10,000 Over \$10,000

Target Audience/Users

Who is your target audience? (Consider age, interests, lifestyle, reason for needing your services/products, computer/internet experience)

Who are your customers?

- | | |
|---|--|
| <input type="checkbox"/> Other businesses | <input type="checkbox"/> Highly Educated |
| <input type="checkbox"/> Regional market | <input type="checkbox"/> Students |
| <input type="checkbox"/> A target group of businesses | <input type="checkbox"/> A target group of consumers |
| <input type="checkbox"/> Housewives | <input type="checkbox"/> Bargain hunters |
| <input type="checkbox"/> Professionals | <input type="checkbox"/> International Market |
| <input type="checkbox"/> Upper Income | <input type="checkbox"/> Government |
| <input type="checkbox"/> The Public | <input type="checkbox"/> A specific nationality |
| <input type="checkbox"/> Lower Income | <input type="checkbox"/> A local market |
| | <input type="checkbox"/> Other |
-

What are their needs and objectives? What problems will your website help them solve?

Check all that apply to your audience:

- Web savvy
- New to the internet
- Under 20
- Age 20-30
- Age 30-40
- Age 40-50
- Over 50
- Don't Know

What is the primary desired "action" each user should take when coming to your site (Search for information, compare prices, make contact, call sales, purchase products, sign up for newsletter, become a member)?

Your Web Site

Have you registered a domain name?

- No Yes (please specify it):

If you have a domain name, how long has your domain been registered?
(this is important for the search engines)

Who is your domain name registered with?

Do you have the domain registrar login for your domain name?

If you do not have a domain registered would you like us to register one for you?

- No Yes (please specify a choice of name you are interested in):

If you currently have a site, when was it built and how long has it been since the design and functionality were updated?

Project basics

For what services are you interested in hiring Bracewell Web Works?

- | | |
|--|---|
| <input type="checkbox"/> New web site | <input type="checkbox"/> Web site re-design |
| <input type="checkbox"/> Web store | <input type="checkbox"/> Search Engine Optimization |
| <input type="checkbox"/> Web Hosting | <input type="checkbox"/> Web site maintenance |
| <input type="checkbox"/> Logo Design | <input type="checkbox"/> Photo Gallery |
| <input type="checkbox"/> Content Management System such as a Joomla! or CMS Made Simple site | |
| <input type="checkbox"/> Other: | |

What is your intended launch date for the new site? Has this date been chosen for a specific reason (eg., PR launch, tradeshow, annual report)?

Web Site Options

Please select the desired website options below:

- | | |
|---|--|
| <input type="checkbox"/> Membership Directory
(does not include data entry of members) | <input type="checkbox"/> Animated Flash Banner or elements |
| <input type="checkbox"/> Data entry of all content | <input type="checkbox"/> Content Mgmt Software Training |
| <input type="checkbox"/> Dynamic Event Calendar | <input type="checkbox"/> Google Analytics Installed |
| <input type="checkbox"/> Forum | <input type="checkbox"/> Google Maps API Installed |
| <input type="checkbox"/> Photo gallery | <input type="checkbox"/> Podcast; RSS |
| <input type="checkbox"/> Members only area | |

Current Site (please skip this part if you currently don't have a web site)

What specific areas of your current site do you feel are successful? Why are they successful?

What shortcomings exist with the current site, and what would you change on the site?

Logo/Branding

Do you have a logo you would like to use on your web site?

Yes No No, but I would like to have one designed

How important is it to maintain your current look and feel, logo, and branding?

Do you have the original art files for your logo?

Aesthetics / Visual identity

Using adjectives and short phrases, describe the site's desired look and feel.

- | | | | |
|--------------------------------------|------------------------------------|--------------------------------------|-----------------------------------|
| <input type="checkbox"/> Prestigious | <input type="checkbox"/> Corporate | <input type="checkbox"/> Trustworthy | <input type="checkbox"/> Informal |
| <input type="checkbox"/> Fun | <input type="checkbox"/> Friendly | <input type="checkbox"/> Colorful | <input type="checkbox"/> Artistic |
| <input type="checkbox"/> Classic | <input type="checkbox"/> High tech | <input type="checkbox"/> Modern | |
| <input type="checkbox"/> Other: | | | |

Do you have a color scheme or theme in mind for your Website?

Do you require stock photographic images? Are you going to supply your own photography?

List the URLs of any sites you find compelling. What specifically do you like about these sites?

Web address	Why do you like it?

List the URLs of any sites you dislike. What specifically do you NOT like about these sites?

Web address	What don't you like about it?

Content and structure

Do you have content already prepared for the web site? No Yes

Do you need proofreading or copywriting services? No Yes

Copywriting Proofreading

Have you planned your site's pages and sections structure? No Yes

We need to know how many pages and sections your site will need. Can you provide a Table of Contents (TOC) or site map similar to the one below?

Under the top level sections there are typically sub-pages. For example, under Products you would have Product 1, Product 2, and so on.

- Home
 - Products & Services
 - Product 1
 - Product 2
 - Product 3
 - FAQs
 - Question / Answer 1
 - Question / Answer 2
 - Question / Answer 3
 - About Us
 - Testimonials
 - Contact Us

Do you want to be able to manage your sites content yourself? No Yes

(if you do not have web programming skills this will require a Content Management Software to be installed and configured for you)

If you're site will not have a web store - That's it! You're done!

Thank you for taking the time to fill this out. We will have a proposal to you shortly.

Web Store Questions

(please skip the rest of the questionnaire if you are not interested in a web store)

Approximately how many items will your store have?

What is the type of sale?

Retail

Wholesale

Both

What types of information to be placed with products?

Image

Description

Price

Sizes

Color

Mandatory safety and or additional technical information

Other:

Web store functionality

Are there any special functionality requirements that need to be considered when presenting products for purchase? i.e. Customer will need a facility to calculate the total volume of the products they are purchasing; customer needs a special feature which will display certain information depending on what the customer selects.

Have you decided on how to organize products on your website?
i.e. departments, categories, sub-categories. If so, please let us know the structure,
such as approximately how many categories and sub-categories.

Can you state any particular requirements relating to your website structure?
i.e. each category page should show special promotional products at the top of it;
product lists show be viewable according to highest/lowest prices.

Will Cross selling need to be included into the buying process?
i.e. If customer selects to buy Product A, then the system will recommend that they also
purchase products B, C and D for a given reason.

No Yes

Web store pricing, promotions

Would you like the ability to have special discount options?
i.e. To assign discounts to certain products, categories or all products shown on the site?
To create special Promotion campaigns that by using promotion code numbers that
expire after a certain time?

No Yes

Would you like different prices to be shown to different client types? i.e. This is
particularly useful if you deal with Wholesale Customers. Wholesale customers can see
lower product prices upon login. Or specific groups like Teachers?

No Yes

Web store check out process

Would you like to collect information about your clients? i.e. require them to register in
order to make a purchase. This can be coupled with allowing clients to view their own
Order History, fill out a marketing survey, take part in a special competition etc.

No Yes

Web store - shipping.

Will more than one delivery service be available? i.e. UPS, USPS, FedEx?

Would you like clients to be able to view the status of their order at any given time? i.e. Simply to be informed that their order has been shipped or is on back order or fully integrated with systems like UPS Track and FedEx systems.

No Yes

How will delivery charges be calculated?

<input type="checkbox"/> weight	<input type="checkbox"/> standard flat rate charges to a given country / region	<input type="checkbox"/> by total value spent
<input type="checkbox"/> free delivery	<input type="checkbox"/> other	

Web store – payment processing

Do you have a merchant account? Do you have a payment gateway account for on-line payment processing? If yes, with which gateway? (example: Authorize.net)

What information would you like the website to generate when an order is processed? i.e. Order confirmation e-mail to the client showing copy of their order; a thank you page on the website.

Web store – Administration area

Will you want to be able to change, update, add and remove products through a secure Administration area?

Please state what functions you would like to be able to perform using the website administration system.

Please describe the types of reports if any that you would like your website to produce for you? i.e. client registration list; most active products list.

Will you require your website to export into other systems that you may have? i.e. accounting software.

Web store – Other requirements

Please describe other functionality requirements that you may have that have not been touched upon in the points above? i.e. I would like special features that perform the following functions...

Additional notes / comments.

Please use the space below for any additional notes comments.

That's it! You're done!

Thank you for taking the time to fill this out. We will have a proposal to you shortly.