

DESIGNLOGIX

W E B S T U D I O S

SPECIALIST INTERNET WEB AGENCY:

WEB DESIGN AND DEVELOPMENT
CONTENT MANAGEMENT SOLUTIONS
SEARCH ENGINE OPTIMISATION
CONSULTANCY
ONLINE MARKETING

CONTACT SALES AND SUPPORT:

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DESIGN LOGIX PROJECT PLANNER

Please find below our Project Planner which outlines some of the questions which are essential for the 'Planning and Discovery' stage of the project. The information gathered in this planner will be the basis of the web project, strategy and build. If you are unable to make a meeting with us, please could you fill these questions out and return them to us via email at agency@design-logix.co.uk and one of our Client Services Directors will contact with you straight away. Should you have any questions don't hesitate to contact us on 0845 467 7128.

Personal Details

Name:

Contact Number:

Email:

Contact Address:

Company Details

Company Name:

Website:

Company Description:

Current Site

Do you feel your current site promotes a favourable user experience? Why or why not?

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 things would you change on the site today if you could?

Have you conducted usability tests or gathered visitor feedback for your current site? If so, how long ago? Please include any reports or findings.

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

Audience and Desired Action

What are the primary aims of the website?:

What is the primary “action” the site visitor should take when coming to your site (make a purchase, become a member, search for information)?

Who are your target audience and What are the key reasons why the target audience chooses your company’s products and/or services (cost, service, value)?:

Describe a typical site visitor and your target audiences demographic:

Are there any websites that you like the style of? What do you like about them? Please list the URL's below:

Please list competitor URLs and how you would like to differentiate yourself from them:

Website features and functionality

What are the main reasons you are redesigning your site (new business model, outdated site, expanded services, different audience)?

What are your primary online business objectives with the site redesign? (For example: increased sales, marketing/branding awareness etc):

What is the main business problem you hope to solve with the site redesign? How will you measure the success of the project?

Are there specific technologies (Flash, JavaScript etc.) that you would like to use in the site?

Would you like the ability to update the website yourself? (Recommended) :

Will it be necessary for transactions to be made through the website?:

If so what products and how many?:

What payment method / gateway will be used?:

What functionality will the website require? (E.g. Blogs, forums, member areas, search function e.t.c) :

Do you have an existing sitemap for the website?

Do you have website hosting? Does it include a MySQL Database?:

Does the website need integrating with other systems? E.g. CRM:

Marketing

Do you use email marketing for promotional marketing and also regular newsletters to existing clients to maintain brand awareness?:

How do most people find out about your current website?

Do you have an existing or planned marketing strategy in mind to promote this site redesign? If so, please describe:

Would you like some Marketing advice or consultancy on your online business e-strategy?

Project Particulars

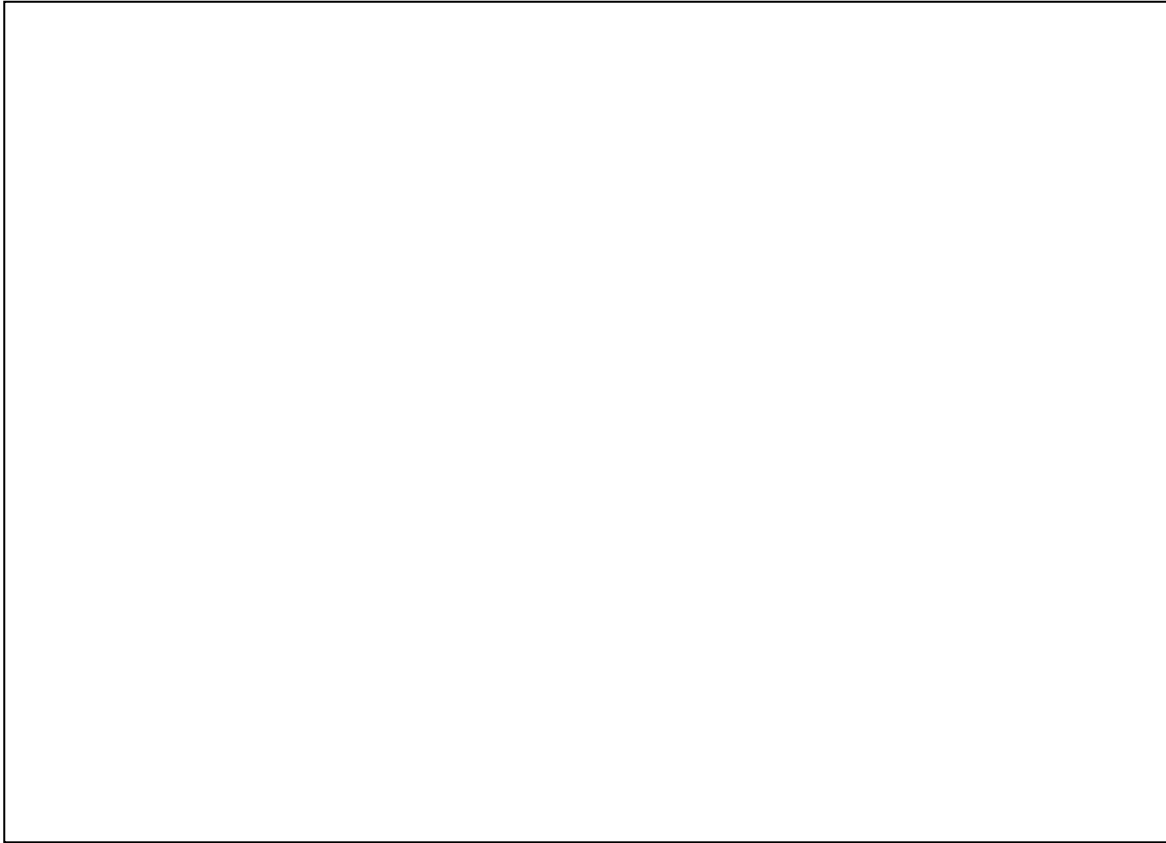
What is your budget?:

What is the timescale for the project and intended launch date?:

Do you have all the necessary content for the website?:

Additional Notes/Comments

Please take as much space as you need:

A large, empty rectangular box with a thin black border, intended for the user to provide additional notes or comments. The box occupies most of the page's width and a significant portion of its height.