



Introduction

Communication is always the key to a successful project.

This Project Planner will help you organize the overall goals for your project in a way that we can understand and use to accurately provide you with a proposal. Please fill out this document to the best of your ability. If there is a question that doesn't make sense or doesn't apply to your project, feel free to leave it blank. Once we get all of the information we need, we can begin preparing a proposal or set up a phone conference to get into the specifics.

Once done, please email this document to Andrew at [**andrew@momentify.com**](mailto:andrew@momentify.com)

Contact Information

Your name:

Your business or organization name:

Your email address:

Your business phone number (including area code or country code):



About the Organization

What is your mission statement?

Tell us about your company. What do you do? Where are you located?

General Project Information

What is your current (or intended) web address / URL?

Do you have hosting? If so, what are the technical specifications?

What is the intended launch date for the new site?

Do you have a budget already established for this project? If so, please indicate your budget below.

Can the project be divided into phases to account for budget and timing constraints?



Site Redesign Information *(If this site is not a redesign, please skip this section)*

What is your main goal for this redesign (e.g., provide a better user experience, update the site's look and feel, target a different audience)?

Which aspects of your site do you feel are successful and why?

Which aspects of your site do you feel are unsuccessful and why?

Do you plan on using content from the existing site and if so, which portions?



Project Goals

Briefly describe the site's concept and what service it seeks to provide:

What is your main objective or reason for this project (e.g., promoting a new product/service, making the site user friendly, targeting a specific audience)?

What should happen and/or what is the desired end result in order to determine the website as a success. (e.g. number of contact form enquires or phone calls or newsletter subscriptions etc.)

Are there any other considerations that could impact the project schedule (e.g., new product launch, trade show, marketing campaign)?



Target Audience

Describe a typical user that will visit your site (gender, age range, location, their level of experience using the Internet - provide more than 1 profile if applicable):

What action(s) should the user perform when visiting your site (search for information, sign up for an account, purchase a product/service)?

What are the key reasons why the target user chooses your company's products and/or services? (cost, service, value, etc.)

Do you know how many people visit your site on a daily, weekly, or monthly basis?



Look, feel, and site content

To the best of your ability, use words to describe the end result of your project's look and feel (e.g., clean, balanced, modern, friendly, corporate etc.):

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

To you have brand guidelines in place which should be adhered to?

How does your company set itself apart from the competition (please provide competitor URLs)?

Approximately how many pages do you envisage the site to have and can you give an indication as to the structure you have in mind e.g. About Us, Our Services, Contact Us etc. (Sitemap if you have one.)

Will the site contain static pages or are you looking for a Content Management System that will allow you to add content as you see fit?



Functionality

Identify the functional elements that are to be included in the site. Describe in as much detail as possible how you envisage each function will work from the user's perspective. Here are some of the features you might want to specify for your site.

Feature	Description
<input type="checkbox"/> Search	
<input type="checkbox"/> Online form(s)	
<input type="checkbox"/> Calls to Action	
<input type="checkbox"/> Subscription email lists & newsletter	
<input type="checkbox"/> Downloadable files	
<input type="checkbox"/> Multilingual requirements	
<input type="checkbox"/> Email a friend	
<input type="checkbox"/> Printer-friendly function	
<input type="checkbox"/> Animations and videos	
<input type="checkbox"/> Blog	
<input type="checkbox"/> News & Media	
<input type="checkbox"/> User log in/member section	
<input type="checkbox"/> Special Tools	
<input type="checkbox"/>	
<input type="checkbox"/>	
<input type="checkbox"/>	

Additional Comments