

## PROJECT PLANNING / PROJECT WORKSHEET

Whilst we know plenty of geeky languages, we'll always talk to you in English (Or Deutsch, or French...) because our projects are created by humans, for humans. So, in order to get started on your website we would like to get some general, human info about you, your company, and your project. In English, of course! Obviously the more accurate and insightful the info, the quicker and more accurately we can give you an idea how much your project will cost and how long it will take.

The form below contains a series of questions. Please answer each one, delete any that are not applicable to you and email it back to us at [frank@viastudios.co.uk](mailto:frank@viastudios.co.uk). Oh, and because each member of your team may have a different perception or vision for the project, you may want to do it together as a group. If anything is unclear give us a call on 0161 236 9799 (we don't bite!)

### Your Company

What is the name of your company, organization, club or group?

Enter Your Text Here

What does your company/organization/club/group do?

Enter Your Text Here

How big is your company/organization/club/group?

Enter Your Text Here

How would someone describe your company, in a few words?

Enter Your Text Here

### Via Studios

Station / One Lincoln Place / 7 Hulme Street  
Manchester M1 5GL / England / Phone +44 161 236 9799  
Registered in England No. 07709599

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Who are the people in your organization Via Studios will be primarily dealing with?  
(Please include their roles, as well as relevant email addresses and phone numbers.)

Enter Your Text Here

Who is the person with final approval for signing off the project?

Enter Your Text Here

### Your Customers

How would you describe (in detail,) your typical visitor or customer?

Enter Your Text Here

What would they be coming to your site to do?

Enter Your Text Here

Why would they choose your site over others?

Enter Your Text Here

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### Your Competitors

Who would you say your competitors are? (Please include their websites if you can.)

Enter Your Text Here

And what would you say puts you ahead of your competitors?

Enter Your Text Here

Could you give us the names of other organizations in a related field whose websites (in your opinion) don't work and why?

Enter Your Text Here

### Your Current Website (Delete whole section if not applicable)

What is your current web address?

Enter Your Text Here

What areas of your site are you happy with?  
(It would be great if you could also tell us the reasons why)

Enter Your Text Here

How might someone describe your website, in a few words?

Enter Your Text Here

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If you could change three main areas of your site, what would they be and why?

Enter Your Text Here

Do you use a Content Management System to update the content on your site?

Enter Your Text Here

If so, are you happy with the system?

(What are the main features of the system that stand out as good?)

Enter Your Text Here

### **Your future website**

What service will your website be providing?

Enter Your Text Here

Why would someone be visiting your site?

Enter Your Text Here

How would someone describe your new site (In a few words)?

Enter Your Text Here

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Could you name a few websites, which might be a good example for the way you would like your own? (Have a look at [cssdrive.com](http://cssdrive.com) and [unmatchedstyle.com](http://unmatchedstyle.com) for some inspiration. It would be great if you could also explain the reasons why you admire each site.)

Enter Your Text Here

### Objectives, Timescales and Budgets

Could you pinpoint the primary objective for this project?  
(Selling more/improving customer experience/establishing a web presence?)

Enter Your Text Here

How will you know if the project has been a success?

Enter Your Text Here

Practically speaking when would you like to see the start of this project?

Enter Your Text Here

When would you like to see the project completed by?  
(It would be great if you could base this on the date of a PR Launch/Trade Show etc.)

Enter Your Text Here

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In which category would you say your budget lies? (Delete where irrelevant)

This information is especially helpful to us because it dictates how much time can be spent working on your site.

### Content and Content Management

Do you have any content ready?

(If so, what does it consist of? Photos/logo/colour scheme/ branding?)

Enter Your Text Here

If you don't have content, how long will it take so get ready?

Enter Your Text Here

Do you have a site map prepared? (If so, we'd like to see it!)

Enter Your Text Here

Do you want to be able to update the content of your site yourself after we have finished building it for you?

Enter Your Text Here

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Are there any other things you would like as part of your new site?  
(Newsletter signups, photo gallery, shopping cart, etc)

Enter Your Text Here

### Marketing

How would people ideally find out about your organization?

Enter Your Text Here

How would people ideally find your website?

Enter Your Text Here

Do you market you website in the real world? (If so, where?)

Enter Your Text Here

### Other important things

How did you hear about Via Studios?

Enter Your Text Here

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Is there anything else you would like us to know about?

Enter Your Text Here

Read through this information a few times and email it back when you are happy it contains everything you think we need to know.

**Thanks a lot for taking the time to help us help you get started with your project!**

Email this completed document back to us at [frank@viastudios.co.uk](mailto:frank@viastudios.co.uk) - or if pen and paper is your thing... simply fax us at +44 (0)161 332 6243