

## Project Planner

Please answer the questions below as best as you can and skip any questions that are irrelevant. It will help you form the vision for your web project and help us better understand what you require of us.

We will review this form as soon as we can and prepare a full estimate for you based on the information you provide.

When complete, please send this document to us at [info@fullofdesign.ca](mailto:info@fullofdesign.ca) and we will get back to you as soon as we've had a chance to review it.

## Contact Information

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Your Info (Name, email, phone):

Business name:

Billing Address:

I would prefer to be contacted by:       email       phone       in-person meetings

Who is the main contact for this project, and who has final approval?

## Web Site Information

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I want :       a brand new site       help with my old site

Who is the web site targeted towards (current clients, new clients, company staff, etc.)?

What features do you want to see in the new site? (Ex: Gallery, e-commerce, blog, online forms, etc.)

Please give us any keywords and descriptions (ex: clean, light, dark, etc.) of what you are looking for with your new site; the more we know the better. Please provide other sites as examples.

What materials do you already have for us to work with (ex: logos, photos, copy text, etc.)?

## Research & Strategy

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Briefly describe your company and the product(s) or service(s) you intend to offer through your site.

What are the aims and objectives of the site (in order of importance)?

*Example: Boost sales, Customer support, Provide information about products, Staff administration, etc.*

Please list some of your competitors. *When available, a website would be of great assistance to us.*

If you have an existing site, what aspects are successful? Why?

What aspects of the current site are unsuccessful? Why?

## Project Details

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Are you developing the project with a specific start date or deadline in mind? Are these dates flexible?

What is the budget for this project? *(A ballpark budget is necessary for us to provide a fair and accurate estimate for the project. Without one, it is hard to define the scope and cost of a project).*

If you have further information that may help us provide you with better service, please add it here. *The more information we have, the better we can help you.*