

1. About you

1. Business or Organisation Name :

2. Contact (Name and Title) :

3. Contact Numbers :

4. Email Address (For Contact) :

2. Your Company

Q. Please describe your companies products and services and / or business concept

Q. Please tell us about your target market in terms of customers and their profile

Example : We are looking to target UK residents, aged over 18, that are currently in rented accommodation.

Q. Who do you feel are your competitors, what do they do well and what are their weaknesses ?

Example : Company X is the main one, www.example.com. Their site, I know, generates £200k turnover per year

Q. Do you have any existing brand guidelines ?

Example : Yes we have a brand (logo, corporate colours, etc) but we are open to a modernisation

3. The Project

Q. Do you have a website already ? If so what is the URL ?

Q. What is the main objective of the site ?

Example : For visitors to download our product information, then call us for pricing or make an online enquiry.

Q. What would you expect the size of the site to be ?

Note : Either a total number of pages or break it down into sections, i.e. clients, products, services, careers, etc

Q. What are the key features and / or functions you would like the site to have ?

Example : We definitely need a content management system and the ability to view historic enquires online

Q. Do you require online marketing services ? Such as email marketing or search engine optimisation

Example : I am not sure at the moment but when the site launches we would like a quote for email marketing

Q. Do you have a budget and timeframe in mind or that we need to work to ?

Example : We need the site ready within the next 10 weeks and have a budget of £3,000 - £3,500.

4. The Creative Bit

Q. Please give us a few adjectives to describe how the users should perceive the new site ?

Example : Corporate, fun, friendly, modern, innovative, etc

Q. Please list a few websites you find compelling (competitors sites are best) and the reasons why ?

Example : Company Z, www.companyz.com, as they present the product well in both imagery and information

5. Everything Else

Q. Please take as much space as you wish to write any additional comments, notes or project requirements

6. What Next

Thank for you taking the time to complete our project planner. So what's next ?

- Save this document, go to our website (www.mangcreative.com) and submit via the "brief us" page
- Save this document and email it to briefus@mangcreative.com
- Print and send it to grant joiner, mang creative, 65 high street, hemel hempstead, hertfordshire, hp1 3af

We will respond to your brief within 24 hours of receipt with any initial questions.