

Your Proposal

I have created this form to help me provide you with the best possible service that I can.

It consists of five sections:

1. You
2. Your Goal
3. Your Audience
4. Design Concept
5. Additional Comments

Please provide as much information as you can but feel free to skip any questions that you think are irrelevant.

Once you're happy with what you have, I'll get to work on helping you deliver the right impression to your audience.

1. You

What is the name of your company and intended website?

What does your company do?

Who will be the main contacts for this project and what are their roles?

When would you like to start?

When does it need to be completed?

What is your budget for this project?
(this will help me determine how much time I can give)

2. Your Goal

What are the main reasons for commissioning a new website?
(e.g. improving sales, making it more user friendly)

What is your measure for success, and what are you hoping to achieve?

If you have a current site, what is its website address?

What do you think works well and what doesn't for your current site?

3. Your Audience

Who's coming to your site?

(Describe the different types of visitors to your website in as much detail as possible)

How do you think your audience currently perceives your company and the services you offer?

What do you imagine people are using your site for? What will they want to do there?

Why will people choose your site over others?

4. Design Concept

People are coming to your new site for the first time. How do you want them to feel about your company?

Who are your competitors?
(Include their website addresses if possible)

What works for them? What doesn't?

Leaving your competitors aside, have you seen any sites recently that you've liked the look and feel of? What did you like about it?

Aside from the features we discussed above, what else do you want your site to do?

5. Additional Comments

Thank you for taking the time to complete this form. This will help me to help you as efficiently as possible.