

via studios

## “Project planning worksheet.”

Whilst we know plenty of geeky languages, we'll always talk to you in English (und Deutsch...) 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. 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 anything that is not applicable to you and email it back to us at [hello@viastudios.co.uk](mailto:hello@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 +44 161 236 9799. Robots code. Humans reason.**

### Your company

What is the name of your company or organisation?

What do you do?

How big is your company or organisation?

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

Who are the people in your organisation Via Studios will be primarily dealing with?

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

### **Your clients**

How would you describe your typical visitor or customer?

What would they be coming to your site to do?

Why would they choose your site over others?

### **Your competitors**

Who would you say your competitors are?

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

Could you give us some competitor website examples that don't work and why?

Could you give us some competitor website examples that you think work well and why?

### **Your current website**

What is your current web address?

What areas of your site are you happy with?

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

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

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

If so, are you happy with the system?

### **Your future website**

What service will your website be providing?

Why would someone be visiting your site?

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

Could you name a few more websites, which might be good examples for your own site?

### **Objectives, timescales and budget**

Could you pinpoint the primary objective for this project?

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

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

When would you like to see the project completed by?

In which category would you say your budget lies?

### **Content and content management**

Do you have any content such as approved copy and images ready?

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

Do you have a site map prepared?

Do you want to be able to update the content of your site yourself?

## Marketing

How would people ideally find out about your organisation?

How would people ideally find your website?

Do you market your website in the real world?

## Other important things

How did you hear about Via Studios?

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

Please complete this information and email it back on [viastudios.co.uk/proposal/](mailto:viastudios.co.uk/proposal/) 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!