

via studios

Put the kettle on...

It all starts with a plan. Experience tells us that if we can hit on a shared vision for your project upfront, the better and more effective the whole process will be. So if you put the kettle on now, and invest a little time on some early planning, we can all be much clearer on what we're looking to achieve.

To get started we'd like to get some general information about you, your company and your project. The more detailed the info, the quicker and more accurately we'll be able to give you an indicative cost and timeline.

Please answer questions below, or delete anything that is not applicable, [then email it to us](#). Oh, and because each member of your team might have a different take the project, you may want to do it together as a group. Post-it Notes and biscuits are optional.

If anything is unclear, let's talk on +44 (0)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/ 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!