



Project Worksheet.

If you're reading this document you've just taken the first step to creating your new project, Congratulations! The purpose of this worksheet is to get you thinking about just what you want to achieve from your new website, copy, brand, whatever. By asking the right questions it should give me a clear idea of what you want and the best way to give you what you need.

If there's a few of you responsible for this project, you may want to fill this in together - That way you won't miss any ones valuable ideas.

Don't worry if there's questions that don't apply to your project, just skip over them. Once you've done, save this document somewhere on your computer. You can then simply attach the file to an email to quote@roodesign.co.uk.

- Jon Roobottom.

1. About Your Business / Organisation

(I'll say business from now on, but I'm referring to a business, organisation or you as an individual - whichever applies). Understanding your business is of key importance when starting out on any new project. Try to think about the whole of your business, and what's at the core of what you & your vision for the future.

1.1 What's your business name? Please describe basically what you do.

1.2 Who's responsible for this project?

Please give names, email addresses and telephone numbers.

1.3 What timescale do you have for this project? Is there any specific reason for these dates?

1.4 What's your budget for this project?

I'll take this into account in any solutions that I quote - and how much time I can dedicate to your project.

2. What you've already got

Learning from the successes and mistakes that you've already made is of great advantage when starting any new project - That's why I encourage you to think about what you've already got. What works? What doesn't? If this is a "from scratch" kind of affair, then don't worry - I can still advise you on how to get the absolute best out of your project – that's what you're paying me for after all!

2.1 What works / doesn't work about your current website, logo, brand (etc)?

if you have one.

2.2 What works / doesn't work about your current brand? (logo, etc).

if you have one.

2.3 How do you currently update your website? Does this work well? Could it be better?

2.4 What's one best and worst things about your website and or brand?

3. What you want to achieve?

Now, let's move on to think about what you want to achieve in the future. If you're looking for a new website, brand, copy or all three then you need to know what benefits you expect to gain from spending your cash.

3.1 What are your goal(s) for this project?

eg. increased sales, better brand awareness, give users a better experience, etc.

3.2 Thinking about your website, what core message(s) do you need to convey?

Please include everything you can think of - Product information, company profile, etc...

3.3 How will you measure the success of this project?

eg, 30% increase in web sales, 40% increase in brand awareness, 30% less lost users, etc..

4. Your Audience

Thinking about who your website, brand, etc.. Who is this all for?

4.1 Who are your intended audience?

eg, business users of your latest product, young singles with lots of disposable income, etc..

5. Content & Design

Finally, now you have a clear idea of what it is you want to achieve it's time to start thinking about how to go about making this a reality. I'll use this information to guide my thinking when creating a design proposal for you.

5.1 Please describe how you'd like to be perceived.

eg, fun, friendly, professional, etc.

5.2 What competitors do you have? Which do you think work well / don't work? Why?

5.3 Have you seen other websites / designs / logos (etc) that you like?

Please provide links to where I can see these online.

5.4 What ideas do you have to provide a specific service to your users online? How would these benefit your business?

6. Additional Comments

Please provide any other information you think is relevant.