Client Worksheet

While it is easy to make the simple complicated (just look at the average mobile phone nowadays), it takes skill to make the complex appear simple. Luckily that's what **FLYING media** specialises in.

We've put together this handy project guide to help you capture your vision for the project. Think of this document as a business plan for your website or online application. The more information you can give us, the better we'll be able to respond. Answer each question in a clear and concise manner, and skip any questions that don't pertain to your project.

Because each member of your team may have a different vision for the project, we recommend completing this as a group. That way we won't miss any important opinions. Once you're happy that the worksheet clearly describes your project, get in touch with us and we'll sit down together and discuss the right solution for you. If you have any questions – please don't hesitate to [get in touch with us](#).

The Basics

What is the name of your company, your website and the current/intended web address?

Describe your company and the concept, product or service your site will provide.

Who are the main contacts for this project? Who has final approval?
Please list names, email addresses and phone numbers.

When do you expect the project to start and when does it need to be completed?
Are there specific reasons for these dates?
e.g. tradeshow, product launch, end of year budget

Your budget dictates how much time we can devote to your website. What is the budget for this project?

Your Objectives

What are your main reasons for commissioning a new website?

List the business objectives for your website in order of importance.
e.g improve sales, increase customer satisfaction, reduce time spent searching for information etc.

How will you know if the site is a success?
e.g. 20% increase in sales, 70% of surveyed users expressing satisfaction, 30% reduction in time spent searching for info.

Current Site (if you have one)

What aspects of your current site work well and why are they successful?

What aspects of your current site are unsuccessful and why do you think that is?

If you update your current site using a content management system, please describe the system and it's main features. Are you happy with the system?

Your Audience

Describe the different types of visitors to your website in as much detail as possible.
e.g. web-savvy students looking for bank loans.

How do you think your audience currently perceives your company?

Why will people use this kind of site?
e.g. to find the most suitable bank loan for their needs.

Why will people choose your site over others?
e.g. biggest choice of loans, easy to use, friendly advice etc.

What do you imagine people would want to do on your site?
e.g. find the cheapest bank loan, compare the top 5 loans etc.

Content and Design

Describe how you would like users to perceive the new site.
e.g. modern, professional, friendly, edgy, fun etc.

Please list the websites of competitors and organizations in a related field. What works? What doesn't?

List websites you like the visual design of and explain why.
Sites like cssdrive.com and unmatchedstyle.com can be good sources of inspiration.

Outline any ideas you may have for your site. How would these features support your business goals and the goals of your user?
e.g. provide recommendations to help users find related items and promote up-selling.

If you need a content management system, please describe the features you would like.
e.g. updatable news, multiple authors, stock control, user moderation, etc.

Additional Comments

We've tried to keep this as general as possible, but every project is unique. Here is your chance to add any extra information you think will be helpful.