

How to complete this planner

This form is an interactive PDF. It is made using Adobe Acrobat and can be read by Adobe Acrobat Reader. Please complete each question on this form by directly entering your information as if it were a web page. Once you have completed the form it can be printed out and faxed to **01841 553774**. If you have Acrobat 5.0+ you can save the PDF, including the data and email back to info@reddotinteractive.com.

If you experience any problems please email us: info@reddotinteractive.com or **call 01637 879373**.

Part One: General Information

First Name:	Surname:
Job/Role:	Organisation:
Website:	Email:
Contact Tel:	How did you find us? :

Project Details

1. Project Title
2. Project Description (Please keep brief)
3. What is the launch data of the proposed project?
4. Are there any specific factors surrounding the launch that may affect the schedule?
5. What is your budget for the project? (You can omit this if you wish)
6. Who has final Approval for the project?
7. Are you looking to undertake the project in one pass or are you looking for a phased approach?

Part Two: Reasons for the Website

1. How would you describe the Project?
2. Please describe the primary reasons for developing this new website?
3. What is your primary online business objective?
4. Please describe your secondary online business objectives
5. Please describe any specific problems you would like to be solved/assisted by the proposed website?
6. Detail any other marketing objectives that will be used in conjunction with the site

Part Three: Audience Definition

Demographics: (e.g. age, location, reason for visiting etc)

1. If you have an existing website, please describe the type(s) and demographics of your **current** typical website visitor(s)

2. Please describe the type(s) and demographics of your typical **ideal** web visitor(s) (Try and list more than one)

3. What is the primary required 'action' for a user when visiting (e.g. purchase, request further info, contact etc)

Part Four: Perception

1. Why would a potential customer choose you?

What makes your business different from your competitors (describe your USP's etc)

2. How is your company/brand perceived offline?

3. How would you like your company to be perceived online (corporate, modern, innovative, friendly etc.)

4. What offline collateral do you have available (brochures, direct mail, etc.) and how successful is it?

Part Five: Research

1. Please provide a synopsis of any important research you would like us to know about

2. List any sites that you particularly like or dislike. Please give your reasons.

3. Will you be using an internal or external designer/agency for any of the creative?

Part Six: Form & Content

Collating and writing content for any website takes time and is often underestimated. Nearly all projects that over run deadlines are due to the non-delivery of content by the client, so we strongly advise that you prepare your content well in advance to avoid this situation.

Providing content to us not only helps avoid delays but also allows us to accurately predict costs and timescales.

1. Have you already prepared the content for your website? and to what level (e.g draft, final copy etc)

2. Please look through the list below and describe what type(s) and quantity of content your site will encompass

We configure our CMS to capture data to make your website work for you, saving you time and cost. We can configure the system to capture specific data that you request. So if you want your product to have a 'manufacturer', 'colour' 'shelf life' etc. we configure this to be captured by the CMS making it easier when inputting. This also allows us to be flexible when displaying content, so you could list all content by a particular manufacturer or colour. We have precreated a number of common types to make things simple, but please let us know if you have any you wish to be included.

Standard web pages

News

Events

Portfolio

Private content (e.g. Members Only/Extranet)

Image/Photo Gallery

Media Gallery (e.g music)

Directory (e.g. Telephone, Customers)

Products

Services

Forms (e.g. contact, feedback etc)

Multi-Lingual

Searching of Data/Pages

Other (Please detail)

3. Approx number of pages

When we cost websites, we do not treat all content the same, so we do not give a fixed price per page as some companies do. We work on the cost for developing the styles and templates for each type then purely a data entry cost for inputting the content. This means that there is not a huge cost increase from say a 20 page site or a 100 page one, just the time for staff to enter data.

Part Six: Form & Content (continued)

4. Please detail any functionality you wish the site to accommodate - list in priority order
(e.g. Forum, Knowledgebase, eCommerce etc.)

5. Please provide a brief description of the site structure and what each area should contain

Part Seven: Questions & Further Information (continued)

1. List any questions you may have about how to display, manage or capture your content or any other related questions you wish us to answer

2. Further Information (If you want to supply any extra info to support the Planner)

3. Do you require any of the Following additional Services? :

Accessibility (Detail level - A, AA, AAA)

Webmail

Hosting

Domain Setup

Domain Transfer

Search Engine Marketing

Logo/Identity Design

Photography

Other (Please Specify)