Client Worksheet

We've put together this client worksheet to help you give us the information that we need. By answering these questions, you will help us craft a proposal that meets your needs. If there are any areas or questions that you don't feel are relevant to this project, please just skip them. We can always come back to it later. Please mail the completed worksheet to **info@westfourstreet.com** and allow 1-3 days for a response.

The Basics

Company name

Complete address: street + number, city and zip/postal code and country

URL/website address

Your name and email address

Briefly describe your company and the concept, product or service your site will provide or promote.

Is there an end date the project needs to be completed?
(e.g. tradeshow, product launch, end of year budget.)

Name two or three primary competitive sites + their web addresses.
Please comment on the strengths and weaknesses of these sites:

What is the budget for this project?
NOTE: We do not reply to requests that have no indication of your budget.

How does this website figure into your business model?

What specific needs does this website meet for your profit model?
In other words, if this website fails to be effective for your business, how specifically does it affect your marketing and profitability?

The Brand

Please try to describe in as few sentences as possible the *feelings* you wish your site to evoke, and the *brand attributes* you want it to convey.
(e.g.: warmth, friendliness, reassurance, comfort, or excitement. Sample brand attributes might include caring, honesty, humor, professionalism, intelligence, technological savvy, sophistication, reliability, and trustworthiness.)

Audience

To the best of your ability try to describe the users of your site.
(e.g. Young people looking to buy music)

Where/how do people learn about your company/product/service?

Why does your target audience need this website?

Scope and Features

Do you currently work with a content management system? If so, please tell us which system and describe its capabilities and limitations (or point us to a web address where we can find out more about it).

Do you need a content management system? If so, please describe the features you would like to see included.
(e.g. updatable news, multiple authors, comments, search, archive, forum etc.)

Is the content already created for this site? If not, how soon do you anticipate having it ready?

Does the new website require a different style specifically for other devices such as the iPhone & iPad?

(note: the cost of the website will be up to 35% more expensive with a requirement specific to non desktop applications, however the site will be compatible for use in such devices.)

Design

Describe the site's desired look and feel by using adjectives and short phrases

(e.g.: Easy to look at, edgy, classic, up-to-date, crisp, modern, traditional, understated," etc.)

Please list some websites that you like and explain why (for functionality)

Please list some websites that you like and explain why (for visual design)

Do you already have wireframes ready on how you see the layout of the site?

(if not don't worry we can help you with that too. However, if you have, it can help us in giving you a better price quote for this project.)

Additional Comments

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

Thank You!

Thank you for your effort and time. Please save this document (file name being that of your company) and email to info@westfourstreet.com.
All done! Have a cup of tea and relax. Thank you.