

HOBSON/CRAIG

WEB DESIGN/CONSULTING

To help us to create an accurate response to your enquiry, please complete this project sheet. Be sure to email it to *info@hobsoncraig.com* once completed. Answer each of the questions as best you can, and skip any that are not relevant.

General Information

1. Name of your company and current or desired web addresses?
2. Briefly describe your company.
3. What are the aims and objectives of the project?
4. Who is the primary contact from your organisation and who has final approval on the project?
5. Is the project being developed for a specific date in mind? *Eg. A product, or company launch?*
6. Please give an indication of your budget. *Please note, a ballpark figure is required for us to provide you with an estimate. Without one, it really is very tricky to establish the scope, and therefore cost, of your project.*

Branding and Design

1. Do you need a new brand designing?
2. Is the brand (existing, new or redesigned) to be applied to a variety of media? If so, what applications will it be applied to?
3. If the brand is existing, do you have any guidelines for us to adhere to? If not, can you provide some examples of current usage.
4. When we design a brand, or website, it's often more successful if we can place it within the current market. With that in mind, can you list your competitors? Please provide url's, or contact details for us to begin our research.

Research and Strategy

1. Do you have a business strategy for your project? (*if yes, please skip this section*).
2. Do you want us to help you develop the strategy for your project?
3. Do you have access to research statistics for the audience of your product/service? If not, would you like us to help you gather some?

Content and site management (for website projects)

1. If you are rebuilding an existing site, can you tell us if there is any existing content to be carried over?
2. Will the new site have a designated administrator?
3. Are you already using a content management system to power an existing website? If so, which system?
4. Do you need a new content management system? If so, can you list the kind of features you will need?

Any further information

Feel free to paste your working brief here, or elaborate further.

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