



STRATEGIC FORMULAS FOR **WEB + PRINT + IDENTITY**

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# Project Planner

Every project is different. One size does not fit all. By answering these questions, you will help us craft a proposal that meets your needs. Kindly mail the completed project planner to [info@rubicdesign.com](mailto:info@rubicdesign.com) and allow one-two weeks for a response.

## Who are you?

Your name and title:

Business or organization name and location:

Your email address:

Business phone including area code or country code:

Responding to queries generally takes up to two weeks. If you need us to move more quickly than that, please check here:

- I'm in a rush and need your proposal as soon as humanly possible.
- Take the normal amount of time.

# Tell us about yourself

Briefly describe your organization. Who are you, what do you do, why does it matter?

If you have an existing site, what is its web address?

Describe the concept, product, or service this site is intended to provide or promote.

What primary business problem are you trying to solve with a site redesign? (If this is a *new* site, what is its primary purpose?)

List two or three primary competitive sites and include their web addresses. Please comment on the strengths and weaknesses of your competitors' sites.

Who on your end will guide this project to completion? Who will be responsible for maintaining the site after launch?

# Tell us about your audience

To the best of your ability, describe the primary and secondary users of your site.

What *primary action* should a primary user take when visiting your site? (Examples include: becoming a member, subscribing to a newsletter, reading editorial content.)

What user needs does your existing site fulfill?

What needs aren't being met? What problems have users reported?

Has your site undergone formal or informal usability testing? If so, please describe the methods and findings (unless doing so would merely duplicate the problems listed in the previous question).

Why else do you seek a redesign?

## About the brand

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

Using adjectives and short phrases, describe the site's desired look and feel. ("Easy to look at, edgy, classic, up-to-date, crisp, modern, traditional, understated," etc.)

# Features and scope

Does your site plan include community features, such as a user discussion forum? If so, do you have the appropriate personnel to manage such a forum on a daily basis?

Does your plan include media-intensive components, such as streaming video?

In number of pages, what is the approximate estimated size of your site? (Twelve carefully designed portfolio pages? Thousands of dynamic pages delivered by a content management system?)

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

Will this project include an e-commerce component such as an online store?

Have you already created the site's content? If not, how soon do you anticipate having it ready?

## Time and money

If you're working within a time frame, or have been given a mandatory launch date, list it here. If the project will launch in phases, list proposed milestones and dates.

Please tell us your budget for this project.

NOTE: Some organizations prefer not to disclose their budget in an initial contact, but if you are willing to tell us your budget, it will help us craft an appropriate proposal.

## Front-end (design) technology

Describe your technological requirements, if any.

To deliver the best experience to the most users and to build pages that will last, we use modern standards-based methods. As a result, our sites may not look exactly the same in an old, non-compliant browser like Netscape 4 as they do in newer browsers.

My site has to look and work exactly the same way in 4.0 browsers as it does in newer browsers.

I understand that the site may not look as good or work as well in an outdated browser; that's okay, just do your stuff.

## Thank you!

Thanks again for your time. Please save this document as ***your\_organization.doc*** and mail to [info@rubicdesign.com](mailto:info@rubicdesign.com)