



WEBDESIGN, APP DESIGN PROJECT SPECIFICATION

JUNE
2017

Project name: <ProjectName>
Client: <Client>
Client's email: <ClientEmail>
Client's phone: <ClientPhone>

Project ID: <ProjectID>

We would like to ask you to fill out this form with as more details as you can provide us. It gives us basic information for creating your project draft.

If you feel that any question is not relevant to your project or you do not feel comfortable to answer it, skip it, please.

In case you are not sure what a question means or you do not understand it, note it into the form, please.

If any category is not the part of your project, please, skip it.

project specification

CLIENT

Company or Name

Address

ABN

Web Address

CONTACT PERSON

Name and Surname

Position

E-mail

Phone

FILLED OUT BY

Name

Signature

Date

PROJECT DETAILS

project specification

1 What do you want to be done in this project?

complex web design

simple web design, landing page

app design

2 Describe your company and/or product and/or services and/or event.

Empty text area for describing the company, product, services, or event.

3 Who is your target group?

Empty text area for describing the target group.

4 Do you have any strategy or plan for marketing, sales or/and branding? If so, describe or attach it. What are your goals?

Empty text area for describing marketing, sales, branding strategy, and goals.

project specification

5 What is there about you and your background that sets you apart for a special (niche) group of potential customers?

6 Who is your competition?

7 What is the purpose of your website ?

8 Why do you want to have a new website, or have your current site redesigned?

9 Do you have any requirement or in case of redesign what to change, delete, leave etc?

project specification

10 If redesigning your website, do you have a response from your visitors what they like or do not like on the current webpage?

11 Please list the names of five other sites that you like. Why are they attractive to you?

12 Have you researched your online competition so you have an idea of what you do and don't want on your site?

13 Which devices do you expect will be used to visiting your site?

14 What is your budget for this project

15 Feel free to attach everything you think is important and related to.