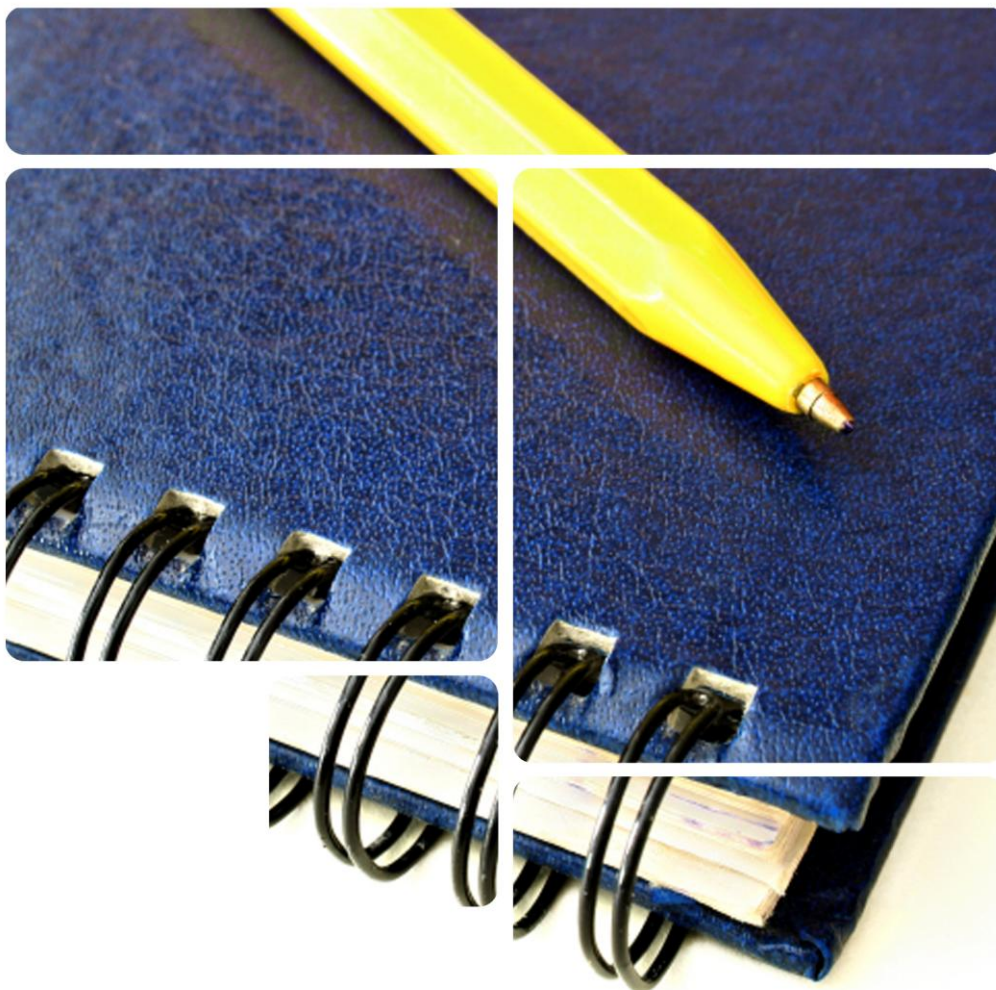


Project Planner

Questions to help us understand your requirements



Why use the NuBlue Project Planner?

Good planning is at the heart of all successful projects and your new website is no exception. Designing and developing your site will be a creative and enjoyable journey both for you and for the NuBlue team. We usually find that it's all the more fun when these things come in on time and on budget, so a little preparation goes a long way.

To make sure we are all on track from the very beginning, we have put together this survey as a starting point for your project. Designed to guide your thoughts and ideas, it will help you to get on to paper what you want from your website and what you want it to achieve for your business.

It's an opportunity for some in depth thinking about your website, who your target audience is and what your online presence can deliver to them. Specific questions about message, audience, content, look, feel and functionality will get the process under way in no time at all.

Our designers, developers and project management teams will refer back to this survey throughout the creation of your website to ensure that what we deliver is what you expect.

! Take some time to read through the following questions and if you need any help in answering them, please get in touch and we will work through it together. The more information you can give, the better we can understand your needs.

Once you have completed the project planner in as much detail as you can please email it to our project management team using agency.info@nublu.co.uk or your existing contact if you have one. Please feel free to attach any additional information you consider important for us to have in order to understand your needs.



InfoLab21, Knowledge Business Centre, UK

General Information

Your name

Your company

Your phone number

Your email address

Your current website address

What is your intended URL/website address (if different from above)

What is your intended launch date for your new site (if you have one)?

Project Objectives

What are the main reasons for this project?

For example: new business model, outdated site, expanded services, different audience

What are the key things you want your new site to achieve?

How will you measure the success of your new site?

Target Audience

Describe a typical user coming to your site

Please use as much detail as possible in profiling your target audience.

Profile more than one type if appropriate. Think about who they are, what they do, what they like etc.

What is the primary “action” the user should take when coming to your site?

For example:, buy something, download something, join mailing list.

How many people (as far as you can tell) access your existing site on a daily, weekly, or monthly basis?

Website Content

What content types do you intend do have on the website?

For example: written, images, video.

Do you already have content written/created or would you like NuBlue to help with content creation?

Do you intend to keep the website updated yourself?

Yes No

Website Style & Tone

Please describe in as much detail as possible, how the look and feel of the website should be.

For example: informative, light-hearted, colourful, image-led. Please feel free to refer to other websites or your own current site.

Please list any sites that you like the design, navigation, systems, functionality or layout of: tell us what it is you like and why.

Do you have any brand guidelines we need to conform to?

Yes No

Competitor Information

Please list any sites that offer similar services or products to your organisation and explain what you consider to be good and bad points on the sites.

What are the key reasons why the target user should choose your company's products and/or services over your competitors?

Integration with other websites/Web Applications

Does your organisation use other websites, web-based applications, or web based services that this new site needs to integrate with or connect to?

For example: PayPal, stock control systems, sister / parent sites?

Please describe them in detail, including URL's if appropriate.

Does your organisation have any social media accounts that the site needs to integrate with? To what extent do you want them to integrate (e.g. "Like" button, twitter feed, etc)?

For example: Twitter, Facebook, LinkedIn

Technology

Are there any specific technologies (DHTML, JavaScript, Real Audio) that you would like to use in the site? If so, how will they enhance the user experience?

Will you have advanced functionality?

For example: search capabilities, personalisation/login

Do you plan to take payments through the site (i.e. are you selling something)?

Yes No

If yes, will the payments be on-site or off-site?

If you do plan to take payments on-site, you will need to be PCI DSS compliant. This is your responsibility, but we can help you and explain to you what is required. If you are using a payment gateway this will be an off-site payment.

On-site Off-site Don't Know



InfoLab21, Knowledge Business Centre, UK

Any other information

Please tell us if there is any other information you think it is important for us to know to completely understand your needs.

When you have finished

Once you have completed the project planner in as much detail as you can please email it to our project management team using agency.info@nublu.co.uk or your existing contact if you have one.