

wizard web design

Web Site Planner

To assist our design, we need to find out about your needs. This planning form will help us understand your target audience, special requirements and the specific message you are trying to convey. This document is important. It forms the foundation for your development strategy.

Please return this planner to Wizard Web Design.

wizard web design

Ph +61 3 402 137 367 (mobile)

Fax +61 3 6327 1498

Email wizard@wizarddesign.com.au

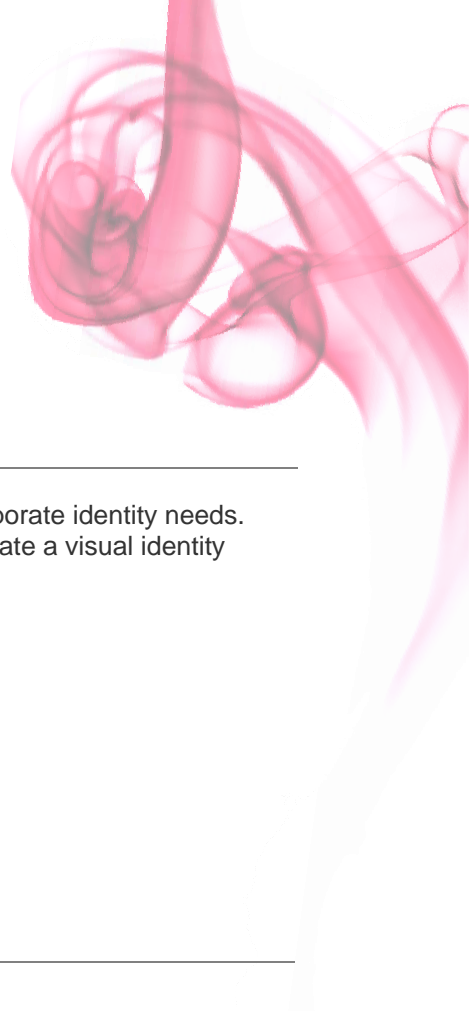
ALL INFORMATION SUPPLIED IS STRICTLY CONFIDENTIAL



Your Details

Company/Business Representative:	
Title:	
Contact Number:	
Company/Business Name:	
Address:	
City:	
State:	
Country:	
Phone:	
Fax:	
Email:	
Web Site Address:	www.





Project Specifics

This section provides a background of your business and corporate identity needs. The more information you provide, the easier it is for us to create a visual identity that will work for you and your customers.

Your Business

<p>General description of business (What you do)</p>	
<p>Your Image Use adjectives to describe your desired business image.</p> <p>Eg. Highly corporate, professional, friendly, high tech, serious, established, fun, family, business, elite, expensive, inexpensive, exclusive, trendy, big, small etc.</p>	
<p>Your Target Customers Who do you want to reach? Please segment these groups if there is more than one.</p> <p>Eg. Blue Chip Companies, Small Business Managers. Tell us about their age, sex, income, occupation, education, lifestyle and purchasing habits.</p>	





Project Information

Project Name	
Brief description of the project Describe your requirements in a couple of sentences.	
Target audience/demographic:	
What is your desired look and 'feel' of the project?	
What specific messages are you trying to convey?	
What are the basic goals of the project? Eg. Sell a product or service, provide e-commerce, networking, sell, serve your customers, open international markets, make business information available, test market new services and products, reach new markets, improve access to information etc.	





Details of current corporate identity/logo:	
Colours:	
Fonts:	
Can you supply the text, logos and images or do these need to be sourced? Do you need a new logo?	





Competitors

<p>Your competitors Web addresses (at least 3 if known). We can learn a lot from your competitors' successes and failures.</p>	<p>www. www. www. www.</p>
<p>What makes your company different and better than your competitors? What is your point of difference?</p>	





Content and Navigation

<p>What are the major sections of your web site? This will determine setting up the navigational menu. Please describe which functionality you'd like for each section.</p>	
<p>How many web pages in your site?</p>	
<p>Where will the content come from?</p>	
<p>Who will be maintaining your site after it goes live?</p>	





Technical Issues

<p>Do you require Flash animation? If yes, for what purpose?</p>	
<p>Does your site require e-commerce? If yes, for what purpose?</p>	
<p>Do you have a merchant account with a financial institution?</p>	
<p>Do you require a new domain name and/or web site host?</p>	
<p>If you already own a domain, please give domain address of the Domain Registrar with login details in order to change domain delegation.</p>	





Current www Information (if known)

Domain name of site:	
FTP address:	
Username:	
Password:	
Budget (if known):	

Other Information

Deadlines:	
Invoice details: (if different to above address)	



Payment Information

A starter's fee of 50% of the total design cost is required before the commencement of any creative project. Payment is by cheque or direct deposit only. Further and/or final payment is required on completion of the project or after 3 months of commencement, whichever comes first.

You will be invoiced prior to commencement.

What's next?

Save this Word document and email it as an attachment to:

Email wizard@wizarddesign.com.au

Wizard Web Design will then provide you with a proposal and quotation. Once accepted by you we will send you a starter invoice.