PROJECT FORM

We are thrilled to be considered for your next project.

Our priority is to create a website that achieves your strategic goals, while at the same time communicating what makes you or your brand unique. Your answers to the following questions will help us estimate the size, scope, and nature of your website, as well as help you think through what exactly you would like to create.

Part I - General information

AKA, JUST THE FACTS

Who's the primary contact for this project?
Please include name, email, and phone.

Do you have an ideal date for website launch? Are there outside considerations that might affect the timeline (e.g. product launches, studio openings)?

Part II - Strategic goals

WHAT IS IT THAT YOU WANT, REALLY?

Please tell us about the range of work you do, the products you sell, the services you offer, or the content you create.

Describe the ideal visitor to your website. Consumers or other businesses? Fashion-forward or more conservative? High-end or budget? Local to you or far-flung? Young or old?

When your ideal visitor arrives, what frame of mind are they in? Seeking information? Ready to purchase?

If your ideal visitor stopped by your website, what would you want them to do before they left? Contact you? Book an appointment? Make a purchase? Subscribe to your newsletter?

Which social media channels (if any) do you think your ideal visitor spends time on? Are you already interacting with them in a marketing capacity?

Are you an expert in your field? Do you ever write about your industry?

Part III - Design

HOW DO YOU WANT TO BE SEEN?

Give us the lay of the land. Tell us about your industry and how you fit into it. Newcomer or established? Local, regional, or national? Artisanal or mass market?

What brands and/or individuals do you consider competition?

What brands and/or individuals would you consider to be design inspiration?

What makes you or your business unique/appealing/competitive?

Part IV - Nuts and bolts

LET'S TALK NITTY GRITTY

Do you already have an existing website or domain?

Will anyone else, such as partners or employees, need administrative access to the website?

Will you be able to provide assets for your website? This would include: all copy (bios, headlines, products, about pages, etc.), images, and a logo or other branding.

Part V - Over to you

Anything else you'd like to tell us about this project?