A web project includes several stages: Requirements (gathering project information), Design (website template, database architecture), Implementation (programming), Testing (usability, system), Deployment (put into production) and Maintenance (upgrades, product releases).

We believe the most important phase in any web project is the Requirements (planning) Phase. The Requirements Phase requires a solid understanding of the company, its goals, target audience and desires of the client. Research shows that the first impression of a website is defined by the quality of the website’s design and the usability of its interface. Therefore, having a well thought-out and thorough Requirement Document will witness faster design and implementation phases, resulting in a complete and well-designed website.

Our requirements gathering consist of asking several questions concerning the client’s missions, audience, and overall goals of the website. The following pages will help us gain an initial understanding of what the client’s needs are, where we can develop an initial project plan and proposal. After an agreed upon proposal, we will work with the client to brainstorm ideas that will meet the objective of the overall project. We will prepare rough designs and mockups, continuously working with the client to come to a consensus. Once the customer is satisfied with the design template we will begin the design and implementation phases which will guide us throughout the remainder of the project.

**When done, you may submit your planner to us by:**

Email: [nick.gates@perfectionwebdesigns.com](mailto:nick.gates@perfectionwebdesigns.com)

*We’ll reply within 1-2 business days to confirm receipt of your planner.   
Then, depending on workload, we’ll respond to your planner in detail within 2 – 5 business days.*

**Company Name: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_**

**Point of Contact: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_**

**Email Address: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_**

**Phone Number: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_**

General Information

**Is your company a startup or well-established entity?**

**Company Size:**

**Project POC** *(if different than above)* **Contact Information:**

**Please provide a brief description of your company:**

Project Purpose

**What are your overall expectations of a website?***(i.e. E-commerce web solution, marketing focus, etc…)*

**What measureable results do you expect from a website?**

**Who are your target audiences and what do you hope each type of audience will get out of your website?**

**What will determine if your website is a success or failure?**

Project Parameters

**When must your website be turned live?**

ASAP! Within 2 months

3 – 4 months

5 – 6 months

6+ months

Other:

**Is the box you checked above a “like to have” or “*must* have” turnaround time?**

**Please provide us with your budget expectation.**

Understanding your budget constraints aid us in determining how much time we’ll be able to devote to your project.This also helps us determine which options, design components, and other services we’ll be able to offer.

under $1,500 (I want a very small, simple website)

$1,500 - $2,500

$2,500 - $5,000

$5,000+

**Roughly how many pages will be in your site?**

*5 or less  6 – 9  10 – 19  20 – 39  40 – 79  80+*

**Will you be organizing and writing all the content for your site on your own, or do you plan to invest in having us do this for you? Also will you be providing your own images to go within the site, or do you need us to develop site images and take pictures for you?**

**Have you decided what the main categories/sections/pages will be? If so, please list them below.** *(This helps us determine your menu hierarchy)*

**Would you like to include any of the following?**

*Functionality:*

*Content Management System (ability to update site content on your own)*

*Online store*

*Event calendar*

*Photo gallery*

*BLOG*

*Responsive / mobile website*

*Password protected content*

*Online forms, signups, or reservations*

*E-newsletter*

*Supplementary Services:*

*Logo design*

*Domain Name registration*

*Website hosting*

*SEO (Search Engine Optimization)*

*Professional photography/image design*

*Social media integration*

**Is there anything else you’d like to tell us? Preferences? Specific requirements? Please share any other information here.**

*Thank you for completing our planner. You may submit your planner to us by email (nick.gates@perfectionwebdesigns.com).*