

Project Scope Guide

The following guide will help you to identify the goals and needs of your website and it will allow us to give you a customized quote that accommodates them.

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Please, answer the questions in a concisely. Include any additional relevant information at the end of the document. Do not worry about completing all the questions if you don't have the answers or believe they do not apply to your project.

Once you finish completing the form, please send it to George Taylor, at lt@ranlogic.com

Should you have any questions, please do not hesitate to contact him via email or by phone to (+54 11) 4855 – 9371

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General Information

1. Company name
2. Brief company description
3. Desired website deployment date
4. Do you have a pre-established budget for website development?
5. Can the project be divided into several phases to adjust to time and/or budget limitations?
6. Is your company present on the internet at the moment? (If so, please provide website address)

Website Goals and Target Audience

1. Please describe your primary and secondary goals for this project.
2. If you are promoting products or services, please describe their history, market position and customer base.
3. How will you measure success for this project? (e.g. lowering customer service phone call numbers, improve communications from/to your providers, increase sales, etc)
4. How often do your customers visit your site? What do they use it for?
5. What is the most important action that your customers perform on your website, for your company? (e.g. Learning about your products, shop, subscribe to a mailing list, etc)
5. What are the bottom line reasons why the users choose the products or services from your company? (e.g. price, quality, customer care, etc)

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Design

1. Do you have an existing corporate identity?(Iso and / or logo, company colors, visual identity manual, etc) If so, please send us the material via email.
2. Do you need us to do the graphic design for your site? If not, who will be in charge of that?
3. Are there any websites of companies similar to your own that you have liked?Please send us the web addresses and tell us what you liked/disliked from each.
4. Using adjectives or short phrases, please describe the way in which you would like the average customer to perceive your site (e.g. Reliable, fun, innovating, modern, exclusive, good for the entire family, easy to understand)
5. How is your company seen at the moment? Would you like the new website to encourage this perception or to promote a change on it?

Content

1. Have you planned the content and structure of your site? If so, please describe it briefly. If not, do you need us to help you with this?
2. Will the site use content that is already published some where else? (e.g. advertising material, magazines, fliers, company internal documentation, etc)
3. How many pages will the site have approximately?
4. Are you planning to keep the site updated? If so, how often? Who will be in charge of updating it?

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Technologies

1. What is the operating system and browser that most of your users use?(this is in case you know or foresee it)
2. Is there any technology (XHTML, JavaScript, Flash) that you would like your site to use? If so, how would its implementation benefit the user experience?
3. Do you need a content management system? Do you already have one? If so, please describe it, and tell us how it is working for you.
4. Do you need a system to perform secure online transactions? (e-commerce).
5. Does your site need any other feature? (Customization capacity, file management, etc)

Additional information and Comments

We encourage you to write as much as you need to let us know about any important aspect or item that we have not asked you about and that you consider important. Feel free to add any comments and suggestions.

Thank you for completing our form!

All you need to do now is send it to us, attaching the material (the one we asked for and anything else you believe is relevant) to George Taylor at It@ranlogic.com and we will send you our proposal soon after.