

## Project Planner - Client Idea Sheet

We know that starting your new website project can be a daunting task. The below project planner helps you formulate the goals for your website to get your project off to a good start.

Simply fill out this idea sheet to the best of your knowledge, email it back to us at [hello@creativegloo.com](mailto:hello@creativegloo.com) - we'll review it and get back to you. Completing the idea sheet takes about 10-15 minutes. Be as clear and specific as you can. If any question does not apply, please skip them. It's that simple.

If you would rather like to us to go through it with you in person or over the phone, give us a call on 01865 60 0909. If you prefer filling out the planner online, [click here](#).

## The Basics - Tell us about yourself

Your name

Your company

Town/Address

Telephone

Email

**Website** (if you already have one)

www.

## Your Project

### What type of project do you have in mind?

(New website / re-design an existing website / need help with branding, content, social media, internet marketing, digital media, audio podcast, video, etc.)

### What is the budget for this project?

up to £500  
£500 - £1,000  
£1,000 - £1,500  
£1,500 - £2,500  
£2,500 - £5,000  
+£5,000

### Do you have a project completion date in mind?

within a month  
within 2 months  
within 3 months  
no set date

### Briefly describe your company and business concept

(Please describe your business, your company ethos, product or service your website will provide or promote - and anything you think is relevant to understand what you do.)

## Your Brand

### **Describe your desired look and feel / theme / colour scheme**

(Do you have an existing branding colour scheme or a brand guide? Any specific colours you wish to consider or avoid? Examples: corporate look, contemporary, classy, elegant, minimalistic, fun.)

### **What feelings / message should your website evoke / convey?**

(Please try to describe the feelings you wish your website to evoke, and the brand attributes you want it to convey. Examples: professional, large/small business, friendly, fun, funky.)

## Your Target Audience (Ideal Customer)

### **Describe the users of your website**

(Who would be a typical user of your website? Consider lifestyles, attitudes, purchasing habits and motivations as well as job roles/titles and industry sectors.)

## Content, Scope, Features

### Estimated number of web pages

up to 5  
5 - 10 pages  
10 - 20 pages  
20 - 50 pages  
+50  
not sure

### Is the content for your website ready?

(Have you written the copy content for your website already or do you need help from a copywriter? Do you have any images or graphics which you would like to use on your site? Do you have a logo for your business?)

### What sort of functionality / features / content would you like on your site?

(What sort of content would you like to include on your website? Examples: images or photo gallery, contact form, downloadable documents such as product/service overview sheets or an electronic brochure, social media, audio/video, newsletter. Are you looking to sell anything on your website / eCommerce?)

## Other bits and bobs

### Please tell us anything else we may need to know

(We've tried to keep this idea sheet as short as possible but as you can imagine, every project is unique. Here is your opportunity to tell us anything else you think may be relevant or interesting to know.)

Thank you for taking the time to complete the Idea Sheet. Please save this document as a *.doc* or *.pages* or *.pdf* and email it to [hello@creativegloo.com](mailto:hello@creativegloo.com). If you have any questions, please call **01865 60 0909** or visit our website [www.creativegloo.com](http://www.creativegloo.com).