



PROJECT PLANNER

Thank you for considering Syync for your project.

Syync projects start at \$10,000 USD.

We know the last thing most people want is more paperwork, especially about a website! Our survey is intended to increase understanding between you, your company, and syync. Completing the survey with as much detail as possible will help everyone involved have a better understanding of our mutual goals.

When finished, save the document as ORGANIZATION NAME.pdf (replace ORGANIZATION NAME with the name of your organization and email to info@syync.me)

General Information

What is the name of the company and the intended URL?

Company:

URL:

Who are the primary contacts from your organization and who has final approval on the project? Please list names, titles, email addresses, and phone numbers.

What is your intended launch date for the new site? Are there any outside considerations that might affect the schedule?

Date:



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Scope of Work

What services do you require? Please check all that apply.

Web site design

Content Management System (CMS)

Shopping Cart

Application development

Identity design

logo

business cards

letterhead

other collaterals

Search Engine Optimization (SEO)

Additional comments:



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Project Summary

State general project information, goals, and relevant background information for the site or application design. This should be a statement overview of the project as a whole.

What is the basic overview of the project? Include any important background information.

What is the single purpose of the new site or application?

What are some short-term goals of the new site or application?

What are the long-term goals (e.g. add new features, etc.)?



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Audience Profile

Profile the target audience. Provide enough detail to enhance everyone's understanding of who the audience is. Include some user demographic information. Your goal with this section is to answer the following: Who is the target? What do these people care about? And what do they do online on a daily basis?



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Who is your target audience? Choose a typical user and profile them in detail. Include occupation, age range, gender, how often they are online, what they do online, and any other relevant information. Profile more than one kind of user if you feel it may help.

What is a typical task the user might perform on the new site? (For example, register, log on, search for information, buy a specific product, find news.)



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Perception/Tone/Guidelines

How should your target audience respond to your new online presence?

Use a few adjectives to describe how the user should perceive the company -- particularly, the new site. (Examples include prestigious, friendly, corporate, fun, forward thinking, innovative, and cutting edge.)

How would you like us to convey the overall message? (Text, graphics, attitude, etc.)

What are some specific visual ideas the site should convey?

How is your company or your web presence different from your competition? Please list competitor URLs.



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List the URLs of any sites you find compelling. What specifically do you like about these sites?

Targeted Message

State a single-minded word or phrase that will appropriately describe the site once it is launched.

Content

This section is of the utmost importance and should be considered very carefully. Because we will be designing a professional medium by which your information will be delivered, you should have a pretty good idea of what the content of your website will be. Try to decide how many pages will be on your site and what each page will have on it. It would be best to create a basic flowchart for the site. We can work with you to help you figure out some of this information if necessary.

Will you be creating content (text, images, downloadable files, etc.) in-house, using an outside provider, having sync develop new or edit/revise existing copy?



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Please provide a rough sitemap, or outline, for the proposed site's content (What are the main sections of the site)?

Will the content be updated on a regular basis? If so, how often? By whom?

Technology

Are there specific technologies (i.e., JavaScript, Streaming Audio/Video) that you would like to use in the site? If so, how will they enhance the user experience? Please describe in detail.

Will you have a need for secured transactions (e-commerce/cart functionality)? Do you already offer transactions online? Please describe in detail.

If this is an e-commerce solution, do you have Merchant ID?



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Will you require other specific programming needs (such as personalization, user profiles, search capability)? Please describe in detail.