### **Please, Provide Your Company Info**

Today’s Date: Proposal Due Date:

Company Name: Hopeful Launch Date:

Project Title:

Website URL / Preferred Domain Name:

Current language and database platform:

Current site developed by:

Contact Person:

Position:

Phone/Fax:

Address:

Email:

What is your role in the decision making process?

[ ] Researcher   
[ ] Recommender

[ ] Team Member

[ ] Final Decision Maker

Project Timeline:

[ ] Urgent (1 - 2 months)

[ ] Priority (2 - 6 months)

[ ] Longer term (6 + months)

Project Budget (*this information is not necessary in the case of this guidance & will not be distributed to third parties*):

[ ] Under $5,000

[ ] $5,000 - $10,000

[ ] $10,000 - $20,000

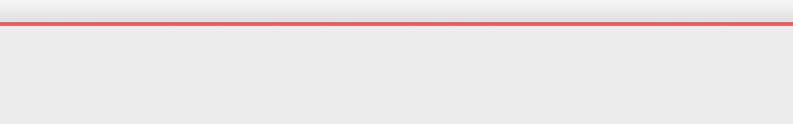
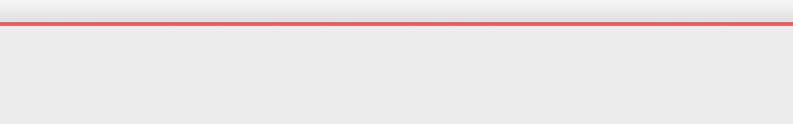
[ ] $20,000 - $50,000

[ ] $50,000 - $100,000

[ ] $100,000 +

**Situation Analysis**

1. What are the basic goals of this current project?



**Project Scope Overview**

1. What is the scope of your project? Check all that apply:

[ ] Web design [ ] Graphic Design

[ ] Web development [ ] Branding & Identity design

[ ] Web Programming [ ] Other Graphic design (labels, brochures, etc.)

[ ] E-commerce [ ] Database development

[ ] Content Management [ ] eLearning

[ ] Blog [ ] Forum

[ ] Search Engine Optimization / Search Engine Marketing

[ ] E-Marketing / Newsletter campaigns

[ ] Social Media Sharing (Facebook / LinkedIn / Twitter / Instagram)

[ ] Website maintenance

[ ] Website hosting

[ ] Other:

2. Overall site objectives:

[ ] Establish a new Web presence,

[ ] Increase marketing and product branding

[ ] Increase sales

[ ] Generate business leads

[ ] Increase international presence of the organization

[ ] Generate requests for information

[ ] Support existing advertising, promotional efforts

[ ] Offer customer service

[ ] Provide latest information on new products/services, sales, promotions or events

[ ] Build a database for emailing

[ ] Provide directions to consumers

[ ] Feedback forms, contact forms, auto-responders

[ ] Online search

[ ] Survey customers/prospects

[ ] Recruit new employees/post job opportunities

[ ] Sell a product or service online

[ ] Display a sample portfolio of products or work online

**Web Design Objectives**

1. What are the main objectives of your website?

2. How has your current site achieved / not achieved your goals?

3. Key messages to convey?

4. Design aspirations?

[ ] High caliber design [ ] Mid-range design [ ] Use template

5. Key words to describe look & feel?

6. Brand consistency & Marketing materials

Have it Need it

[ ] [ ] Professional logo, identity & brand standards

[ ] [ ] Corporate collateral

[ ] [ ] Other print collateral

7. What is your proposed website architecture / navigation structure?

**Technical requirements**

**1.** **E-commerce requirements**. Will you sell products or services online? We can also integrate your store with back-office accounting, shipping, and inventory databases. Tell us your needs:

**2. Content Management.** How often will you change content? Who will manage it? How technically savvy is your staff? Techspire, Ltd. has experience with a wide variety of CMS platforms to enable your staff to manage your website content. Describe your needs:

[ ] Joomla [ ] Macromedia Contribute

[ ] Drupal [ ] Microsoft Content Management Server

[ ] Wordpress [ ] Microsoft SharePoint™

[ ] Shopify [ ] Dreamweaver

[ ] NopCommerce [ ] Plone, PHPNuke, etc

**3. Web Database.** Will your site show/display any information from a 3rd party database?

**4. Web programming.** Do you have custom programming requirements, or a custom web application that will be built into your website?TechSpire, Ltd. has 3 separate teams of software engineers skilled in Microsoft .NET, AngularJS / ReactJS, NodeJS, IONIC, Cordova, WordPress, PHP / Open Source & Custom Enterprise Solutions. Describe your needs:

**5. Other Requirements?**

[ ] Adobe Flash™ [ ] Microsoft Silverlight™

[ ] Video streaming [ ] Podcasting

[ ] Other:

**Web Marketing**

1. How does your company currently market itself?

2. How is business generated?

3. How do people find you offline?

4. How do people find your website?

5. How do you drive traffic to your website?

6. How many people visit your website?

7. Which products or pages are most popular?

8. What feedback have you had about the site?

9. What other online sources provide information relevant to your topic?

10. Who are your online competitors?

11. Will you monitor website traffic?

**Customer Demographics**

1. Who is your customer?  
  
  
2. How do they make a buying decision?  
  
  
3. What are their key criteria for buying your product/service?  
  
  
4. How do they hear about you?  
  
  
5. How do competitive products/service position themselves compared to yours?   
  
  
6. What is unique and superior about your products/services?  
  
  
7. What is the "experience" you want customers to have from start to finish when interacting with you?  
  
  
8. What problem do you solve for your customers? What is that problem costing your customers?  
  
  
9. What is your solution? Is it comprehensive?  
  
  
10. What are the benefits of your solution? What are the advantages?  
  
  
11. What proof do you have that your solution is unique and better?

**Resources and Deliverables**

1. Who will provide the following resources?

Client TechSpire, Ltd.   
[ ] [ ] Stock Photography  
[ ] [ ] Company photography  
[ ] [ ] Other Artwork / Illustrations  
[ ] [ ] Graphic Design / Web Design  
[ ] [ ] Copywriting  
[ ] [ ] Database structure

**NEXT STEP**

Please, send this file when completed to [info@techspire.net](mailto:info@techspire.net) or use a contact form on our website <http://techspire.net/contacts/>

If you want to attach additional media materials, please, create a .zip file and attach as a single file.

- Best regards,

TechSpire Team