

Barrett Technologies Client Worksheet

Thanks for downloading the client worksheet. Because every project is different, the following questions are designed to help Barrett Technologies gain a basic understanding of your website or video needs. Please send a copy of the completed worksheet via e-mail to: sales@barretttechnologies.com

First, we need to know your name and contact information:

...

Tell us a little about your company, product, service, or organization?

...

Are you seeking design work for a new or existing project?

...

Do you have an existing website? If so, what is the web address?

...

If seeking a redesign, what do you feel is lacking from your current site?

...

Describe the concept, product, or service this site is intended to provide or promote.

...

Who is the target audience and what is the site's main purpose?

...

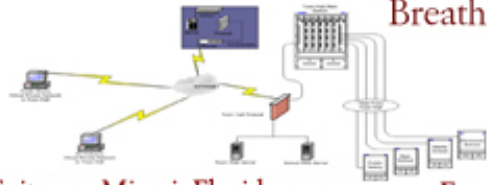
What primary actions should a user make while visiting your site.

Examples: become a member, subscribe to a newsletter, read editorial content, etc.

...

List two or three (or more) competitor sites and what you think their strengths and weaknesses are.

...



Breathing Life Into Your Ideas

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Describe in a few sentences, the feelings you wish your site to evoke and the brand attributes you want it to convey.

Examples: warmth, friendliness, reassurance, comfort, professional, intelligent, technological savvy, trustworthiness, etc.

...

Using adjectives or short phrases, describe the site's desired look and feel.

Examples: easy to look at, edgy, classic, up-to-date, modern, traditional, etc.

...

What would you like Barrett Technologies to provide in terms of deliverables?

For example, "Four intricately designed HTML pages with CSS," or "Thousands of dynamic pages delivered by a content management system." or "We need it all—HTML, CSS, Ruby on Rails, AJAX—this project is huge."

...

If you are providing the backend or CMS, what will this be?

If you have no idea what we're talking about, skip this.

...

Have you already created the site's content? If not, how soon do you anticipate having it ready?

...

What is the time frame for this project and what is your target launch date? If the project will launch in phases, list proposed milestones and dates.

...

Do you have a budget? If so, what are we looking at?

Really, we're not asking because we want to spend it all. Knowing your budget allows us to plan ahead to get you the most bang for your buck. We're all about helping you obtain the best *value* for your budget.

...

Anything else you'd like us to know?