

Avalonmedia lab

your online media management connection

Introduction

Communication is always the key to a successful project.

This Project Planner will help you organize the overall goals for your project in a way that we can understand and use to accurately provide you with an estimate. Please fill out this document to the best of your ability. If there is a question that doesn't make sense or doesn't apply to your project, **feel free to leave it blank**. Once we get all of the information we need, we can begin preparing a quote or set up a phone conference to get in to the specifics.

Contact Information

Your name:

Your business or organization name:

Your email address:

Your business phone number (including area code or country code):



General Project Information

What is your current (or intended) web address or URL?

What is your desired launch date for this project?

Do you have a budget already established for this project? If so, please indicate your budget below.

Can the project be divided into phases to account for budget and timing constraints?



Social Media Strategy *(If unrelated to your project, please ignore this section)*

Do you have and use accounts on Social Media sites already? If so, which ones?

Where do you think you need some help in achieving your goals – what is working and what isn't?

Do you plan on using content from an existing site and if so, which portions?

Project Goals

Briefly describe what and when you would feel your social media strategy is successful:

What is your main objective for implementing a Social Media strategy (i.e., get closer to existing users, gain new users, more easily highlight products and or services, target a different audience)?



Are there any other considerations that could impact the project schedule (i.e., new product launch, trade show, other marketing campaign, upcoming tour or public engagements)?

Target Audience

Describe a typical user that will visit your site(s) (provide more than 1 profile if applicable):



NEW or Site Redesign Information

(If unrelated to your project, please ignore this section)

What is your main goal for this redesign (i.e., provide a better user experience, update the site's look and feel, target a different audience)?

Which aspects of your site do you feel are successful and why?

Which aspects of your site do you feel are unsuccessful and why?

Do you plan on using content from the existing site and if so, which portions?

Project Goals

Briefly describe the site's concept and what service it seeks to provide:

What is your main objective or reason for this project (i.e., promoting a new album, product/service, making the site user friendly, targeting a specific audience)?



Are there any other considerations that could impact the project schedule (i.e., new product launch, trade show, marketing campaign, upcoming tour or public engagements)?

Target Audience

Describe a typical user that will visit your site (provide more than 1 profile if applicable):

What action(s) should the user perform when visiting your site (search for information, sign up for an account, purchase a product/service)?

Do you know how many people visit your site on a daily, weekly, or monthly basis?

Look, feel, and site content

To the best of your ability, use words to describe the end result of your project's look and feel (i.e., clean, balanced, modern):

List two or three other sites you like and why:

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How do you and/or company set yourself apart from the competition (please provide competitor URLs)?

To the best of your ability, please tell us how many pages your site has:

Will the site contain static pages or are you looking for a Content Management System that will allow you to add content as you see fit?