



www.pixelpower.co.nz

We have created this form to assist in creating a mind map for your new website project. This form will allow you to write down specific requirements for your website, solidify ideas and provide us with as much clarification as to what you would like the final result of your project to achieve. We ask that you answer each question as clearly as possible with as much detail as possible.

We also recommend that you complete this form with all members of your team that will be involved with this project. This will ensure that you have covered as many bases as possible.

Let's begin...

Company Name & Contact Information

Company Name:

Phone:	<input type="text"/>	Fax:	<input type="text"/>
Primary Contact Name:	<input type="text"/>		
Email Address:	<input type="text"/>		
Contact Mobile:	<input type="text"/>		

Products & Services

What products or services do you intend to provide from your website?

Example: We want to sell t-shirts for children ages 1 to 10.

Competitive Assessment

Please provide a few of your competitor's websites and tell us what you like or dislike about them. Give us some pros and cons.

Competitor 1:

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Competitor 2:

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Competitor 3:

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Resource Requirements

Please list any external or internal resources that may help with this project.

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Content, Look and Feel

Describe how you envision the look and feel of your new website. Do you want a clean, Corporate site, a modern, minimalist website or a grungy vibrant website (for example). Also list a few websites that you like and tell us why you like them.

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Websites I like

www.

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www.

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www.

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Content Management System

If you would like the ability to update your website yourself, please let us know what level of experience you have using a CMS System and some of the features that you would like available to you.

Estimated Budget

Please let us know what sort of budget you are allocating to this project. This is important for us to be able to accurately create a quote for your project, avoid over runs or feature creep. Also point out if you want to add additional features later, but are not budgeting for them now. If we know what these features are, we can prepare for them later to avoid additional costs of 'un-doing' work already done.

Estimated Budget: Lower limit: \$ Upper Limit: \$

Additional Information

Provide any additional information that you feel is important to this project.

Please complete this form and return to wade@pixelpower.co.nz or mail it to the following address.

Attn: Pixel Power Ltd.
PO Box 75, 402 Manurewa
Auckland, New Zealand
2102