

Syncopate Planner

Please complete this Project Planner so we can determine if the unique aspects of your project align with our capabilities and availability. Getting this information up front will help our team better assess the scope of your project. Syncopate clients tell us that it's been a very worthwhile exercise, when preparing for previous projects.

When you're finished, save the document as {organization name}.pdf (replacing {organization name} with the name of your organization), and email the document to tony@syncopatemediacom. Please allow us a few days to review, assess and respond.

Who are you?

Your name: _____

Your title: _____

Organization name: _____

Email address: _____

Business phone including area and/or country code: _____

Responding to inquiries generally takes up to a week. If you need us to move more quickly than that, please indicate below:

- I'm in a rush and I need a Proposal/Statement of Work from you as soon as possible
- Take the normal amount of time

Background Information

How did you hear about us? (check all that apply):

- I was referred by a friend or colleague
- I have met someone at Syncopate Media
- I found you from a search engine

Other?

Are you familiar with the concept of web standards?

- Yes
- Kind of
- No

Have you been through a website redesign effort before?

- Yes
- No

If you answered yes, how long ago?

If you answered yes, what role did you play?

A few more details about your organization

What does your organization do? Why does it matter?

Check the box(es) that best describes your organization:

- Fortune 500 corporation
- Nonprofit organization
- Educational institution
- Startup
- Small business (less than 50 employees)
- Just an individual with a site/idea

Where is your organization located?

_____ / _____ / _____

How many people would be involved in this project at your organization?

Is your organization receptive to working with vendors remotely (understanding at certain points face-to-face meetings may be necessary)?

About your project

Is this a redesign of an existing site, or a new site altogether?

- Redesign
- New site

If you answered 'Redesign', what is the site's URL?

If you answered 'Redesign', when was the last time the site was redesigned?

Conceptually, what is the product, service and/or information that you want to deliver through this site?

What are some of the fundamental issues you're trying to improve or business problems you're trying to solve with a site redesign? Or, if this is a new site, what's its purpose?

What sites do you consider competitors? Please comment on their strengths and/or weaknesses.

Aside from competitors, are there any sites you consider best-of-breed? (Could be completely outside of your business or industry)

What differentiates your site or idea from the competition?

Who on your end will guide this project to completion?

Who will be responsible for maintaining the site after launch?

About your audience

To the best of your ability, describe the primary and secondary users of your site.

What known needs are they bringing to your website? (Examples include: Curiosity about or passionate interest in subject matter, desire to help a cause/become involved, business need requiring software solution.)

Into what general demographic or user groups might they fall? (Examples of user groups, on an educational site, might include parents, teachers, students, donors, and alumni.)

For the purposes of this new site or redesign, which of these groups are most important?

What primary action should a primary user take when visiting your site? (Examples include: making a purchase, registering for an account, subscribing to a newsletter, making a donation, reading editorial content, referring a friend.)

What user needs does your existing site fulfill?

What needs aren't being met? Where does the site fall short?

Has your site undergone formal or informal usability testing?

- Yes
- No

If you answered 'Yes', please describe the methods (examples include formal lab testing, informal guerilla testi.ng, paper prototypes, low-fi clickable prototypes) and the findings you observed.

Why else do you seek a redesign?

About your brand

Describe in as few sentences or words as possible the feelings you wish your site to evoke, and the brand attributes you want it to convey. (Sample feelings might include: warmth, friendliness, reassurance, comfort, or excitement. Sample brand attributes might include: caring, honesty, humor, professionalism, intelligence, technological savvy, sophistication, reliability, and trustworthiness.)

Using adjectives and short phrases, describe the site's desired look and feel. ("Easy to look at, edgy, classic, up-to-date, crisp, modern, traditional, understated, etc.")

Do you have a visual identity established, or is that something you need designed or evolved in tandem with a website?

Features and scope

Does your plan include community or social features, such as user profiles, commenting, RSS feeds, forums, sharing, friend lists, rating/voting, user-generated content, etc.?

Does your plan include media-intensive components such as video, audio, podcasts and other rich media?

Is your current site powered by a content management system or publishing platform?

- Yes
- No

If you answered 'Yes', which CMS or platform are you using?

If you answered 'Yes', what do you like/dislike about it?

Are you looking for the redesigned/new site to be powered by a content management system or publishing platform?

- Yes
- No

If you answered 'Yes', do you have an idea of what solution you're considering, or are you looking for us to provide recommendations?

Are there any third-party integration points we need to know about (interfaces to a CRM, e-commerce, mapping solution, social site or other use of a third party web module)?

What are the estimated number of pages (or sections?) for your site?

Would you prefer to complete this project in a single approach or split it up into phases (each requiring separate budgets)?

Have you already created the site copy?

- All of it
- Some of it
- None of it

If you answered 'Some of it' or 'None of it', do you have a plan for creating content for your site? Do you need help establishing styles, devising a content strategy, or actually writing copy and sourcing images, etc.?

Design technology

Describe any technological requirements you haven't mentioned in this Planner.

To deliver the best experience to the most users and to build pages that will last, we use modern standards-based methods. As a result, our sites may not look exactly the same in an old, non-compliant browser like Internet Explorer 6 or 7 as they do in newer version browser like Internet Explorer 8 and 9, Firefox or Safari.

- My site has to look and work exactly the same way in older as it does in newer browsers.

- I understand that the site may not look as good or work as well when viewed on an outdated browser.

Time frame

If you're working within a time frame, or have been given a mandatory launch date, list it here. If the project will launch in phases, list proposed milestones and dates.

Budget

Do you have a predetermined budget for this project? If so, share your cost parameters.

Note: Sharing a realistic assessment of what you have to spend on this effort will help us scope the engagement appropriately. While disclosing your budget might not be something you typically do, sharing this information with us will greatly assist us in preparing the best suite of solutions to suit your project and to achieve the best end result.

Thanks!

We know this is a lot of information to provide, but it will really help us all to get things started! .

Again, please save the document as {organization name}.pdf (replacing {organization name} with the name of your particular organization), and email the completed document to tony@syncopatemedial.com. Please allow up to one week for a response.