



210 East 47th Street
Unit 11C
New York, NY 10017
Telephone: +1-212-398-3571
FAX: +1-917-591-7815
Info@Kamcrest.com

PROJECT DISCOVERY WORKSHEET

Contact Name:

Project Working Title:

URL (if known):N/A

General Questions

1. What is your business domain/industry?
2. What is your business name?
3. What is your business contact information?
4. What are the hours of your business operation?
5. How long has your company been in business?
6. What is the size of your company?
7. If you don't own a website yet, what domain name you have in mind?
8. If you already have a website or domain name, where is it hosted?
9. What is your budget for this project?
10. Do you have a target launch date in mind?

Branding

1. What is the purpose of your site? What image do you want your website to portray?
2. Do you have a particular color and font preference?
3. Do you already have a logo or graphics to be used to represent your business? If not, would you want this created too?
4. Do you already have a tagline for your website? (*For example, Nike's tagline 'Just Do It'*)

5. How is your brand currently perceived by your target market?
6. Who are your top competitors?
7. Which websites are similar to what you have in mind? List as many as you can.
8. What is your business mission statement?
9. Are you open to seeing website templates we offer (pre-built websites that we redesign according to your needs) or you want a full custom design from scratch based purely on your branding/design?

Target Audience

1. What types of visitors do you want to get? Who is your target audience? (Age, education, and other demographics? Job status? Economic status? Role in the community?) Describe your average visitor as best you can.
2. What other visitors is your site going to get? Job seekers? Medical services seekers?
3. Will web visitors have any special needs? (Eyesight, language, mobility, reading level?)
4. What do you think your site visitors should accomplish on your site? What actions should be available to them on the website?

Marketing

1. What are your products and services?
2. What is the main goal of your website? To create sales? To get more leads? Please specify.
3. What unique features does your business model have that will draw visitors to your website?
4. How do you plan to market your website? Would you like us to market your website?
5. What keywords would you like to use on your site so the search engines will find it quickly?
6. Do you have a search engine optimization plan in mind? If so, what key phrases would you like to utilize?
7. Will your site include a Call-to-Action or a sales page?
8. What are your goals for your website in terms of popularity on the World Wide Web?
(*Number of visitors, demography, etc.*)
9. How would you like to engage with your visitors? (*email, live chat, forum, blog, mailing list, online brochure*)
10. Do you have any newsletters that you want to distribute through your website?
11. Do you have any mass email needs that you want to address using your website or email system?
12. In a perfect world, how would your customers describe your new website? What adjectives would they use?

13. Do you have an advertising budget planned for the website?
14. Do you need any mapping or geological services? (IE Google maps, MapQuest, etc.)

Content

1. What are the main categories you want on your website? (*Homepage, services, about us, etc.*)
2. Will you require a CMS or content management system? Or would you like us to perform regular maintenance and updates? This is only needed if you frequently update content on your website.
3. What features do you want your website to have? (*Calendar, online appointment scheduling, forum, blog, polls, etc.*)
4. Do you have any source material for the content? (*photos / electronic file*)
5. Do you require advance functions like database or scripting? (*Shopping carts, contact forms, newsletters, etc.*)
6. Do you plan to put a blog on your website?
7. Do you have any text, graphics, logos, music, or videos you want used for your website?
8. Does your website need any ecommerce functions? IE accept payments online and links to your accounting system?
9. Do you have a lot of materials on your website that you want your visitors to be able to download? (*Documents, Pictures, videos, etc.*)
10. Do you need a copywriter? If you have an existing copy, will it need to be modified?
11. How many total pages do you need? Estimate how many words/images per page. Keep in mind of the "main" pages, and their respective sub-pages that you want to separate.

Layout

1. Are we building a new website for you or do you have any old websites we can leverage for content/design?
2. Which websites do you like and why? Please list five.
3. Which websites do you *NOT* like and why? Please list five.
4. Do you have a preference on the website screen size? (*for example: 800 x 600 resolution*)
5. Do you prefer a static site or a flash site?
6. Do you want to include multimedia and social media marketing materials in your website (*YouTube, Facebook, LinkedIn, Google +, Twitter etc.*)?
7. Do you have business materials that can be matched to the website's design? (*Business card, flyers etc.*)

Other/Technology

1. Is there anything else we can provide you with? (Web analytics, *business cards, logos, etc.*)
2. Who do you use as your email provider? Do you need email integration with the website/domain name?
3. Do you need mobile email functionality?
4. Do you often use your website for your company press releases?
5. Do you need help with setting up your social media pages for your business?
6. Do you want your website to be compatible with mobile devices? (Iphone/Ipad, Android, BlackBerry, etc.)
7. Do you want any external advertisement on your site?
8. Does your website need any instant messaging features? (Chat rooms, Instant Messaging, etc.).
9. Are there any privacy restrictions on your website?
10. Does your website need to link into any other systems in your office other than your email?
11. Have you planned for any hosting/maintenance plans for the website?
12. Does your website link into any other business partner's websites?
13. How many visitors do you estimate on a monthly basis?
14. Will you be storing large files on the website? (Movies, brochures, animated content, audio, etc.)
15. Any technologies you prefer to utilize? (HTML5, CSS3, AJAX, Flash, etc.)
16. Do you need log-in abilities for employees and/or clients? If so, specify for whom and what they should be able to achieve on the website once logged in.
17. Will your visitors require special needs? For example: Multiple language support, larger type for easier reading, support for blind-assisting devices, etc). If so, list specifics.
18. Do you have IT personnel that will be involved in this process and/or maintenance going forward?
19. Do you need analytic-based reports on visitors? If so, on what frequency, and what information are you looking for?
20. If you do not have a hosting plan or domain set-up already, would you like us to host and maintain this for you?

Comments: Please list any other questions/concerns you have in mind.