

Client worksheet – Request for quotation

This worksheet is designed to help you give us the information that we need to estimate the cost and time scales for your project. Think of it as a business plan, the more information you can give us, the more accurately we'll be able to respond.

This PDF contains fields in which you can type your answers or if you wish you can print this form and fill it out by hand. Please answer as many questions that are relevant as accurately as you can. Ignore anything that you feel does not relate to you or your project. When finished, please mail or email this form to info@blackdotdesign.com. Once you have sent the form back, we will review the information you have provided and respond typically within 3-4 days. If you need us to move more quickly, please let us know.

The Basics

What is the name of your organization and your current or desired web address (URL)?

Please describe your organization in a short paragraph and the concept, product or service that your site will offer.

Who from your company will be working on this project? Please list names, email addresses and phone numbers.

When do you expect this project to start, and when does it need to be completed? Are there specific reasons for these dates? e.g. tradeshow, product launch, end of year budget.

Do you have a budget for this project?

Your Objectives

What are your main reasons for wanting web site or site redesign?

Please list the business objectives for your website in order of importance. e.g improve sales, increase customer satisfaction, provide easy source for customer information etc.

What aspects of your current site work well and why are they successful?

What aspects of your current site are unsuccessful and why do you think that is?

What problems or comments have your visitors reported?

If you are currently using a content management system to update your site, please describe the system and it's main features. Are you happy with the system?

Your Audience

Please describe the different types of visitors to your website in as much detail as possible.
e.g. people looking for recipes.

Content and Design

Describe how you would like users to perceive the new site. e.g. modern, professional, friendly, fun etc.

Please list the websites of competitors and organizations in a related field. What works? What doesn't?

List websites you like the visual design of and explain why.

Outline any ideas you may have for your site. How would these features support your business goals and the goals of your user? e.g. provide recommendations to help users find related items and promote up-selling.

If you need a content management system, please describe the features you would like.
e.g. updatable copy etc.

Additional Comments

We've tried to keep this worksheet as general as possible, but every project is unique. Here is your chance to add any extra information you think will be helpful. What else should we know about this project?

Thank you again for your time.