

The purpose of this Project Profiler is to collect basic information about your organization and your project needs. We'll use this information as a starting-point for developing strategies and solutions that fulfill your individual requirements. Our experience has shown that a complete and accurate assessment at this stage of planning is an excellent indicator of success in the final product.

I. Background and Goals

Company

Provide a brief description of your company, its products and/or services, and its market: _____

In a few words, describe your organization's image, culture, and core values: _____

Who are the decision-makers? _____

Who within the organization—marketing, content, technical personnel—will be contributing to the project? (include names, responsibilities, and contact information) _____

Will anyone else be providing contracted services? _____

If so, who will be responsible for what? _____

Identify any corporate identity/branding assets (logos, other artwork, and fonts) or issues: _____

Project

What is the mission statement or summary of your project? _____

What are the basic goals of this project? (e.g., branding/identity reinforcement, improved access to information, direct sales, corporate communication, etc.) _____

What outcome(s) will make this project successful? _____

How will you measure success? _____

What is the projected budget for this project? _____

What are your schedule requirements? (indicate dates)

Finalize development agreements: _____

Begin development: _____

Launch project: _____

Describe any work that has already been done on the project: _____

If other outside vendors have previously been involved, describe positive and/or negative aspects of that experience: _____

II. Audience, Content, and Functionality

Audience

Describe your target audience: _____

Is this a new audience for your organization? Or is this a population that you already serve? _____

What impact do you hope to have on this audience? _____

What other points-of-contact do you have with this audience? _____

Content

What content will you be presenting? _____

If you are creating new content: how will it be generated? _____

If you are repurposing existing content: where will it come from? what format(s) is it currently in? _____

If you are aggregating third-party content: where will it originate? what is your collection process? _____

How often will you add new content? _____

Functionality

What functional requirements do you envision for your site? (e.g., searching, email forms, database-driven catalogs, chat applications, etc.) _____

Are there extraordinary security issues? _____

Have you selected a site hosting provider? (if so, please identify) _____

Have you budgeted for hosting and technical maintenance of the site? _____

If so, what is your budget? _____

Have you budgeted for ongoing maintenance/updating of the site contents? _____

If so, what is your budget? _____

Have you registered a domain name? (if so, please identify) _____

What types of legacy systems/databases are in place? _____

Do you have any additional technical requirements we should know about? (platform preferences, compatibility issues, etc.) _____

III. The Field Trip

For each of the following categories, try to identify three sites (more is better) that you find particularly compelling. Sites need not be directly related to your industry (except for the section on competitors' sites), but should reflect your own ambitions for your project. Be sure to include the full URL, and any specific elements that you find particularly effective.

General Websites:

- Quality of content (substantial, well written, appropriate to audience, broad or deep):

- Organization of content (well indexed, categorized, divided, and linked):

- Graphics (effective visual layout , eye-catching design):

- Interface design (ease of navigation, clear about what's available and how to get to it):

- Functionality (overall usefulness):

- Technical innovation (new technology, or innovative use of standard web techniques):

- Community, special features, responsiveness, other categories important to your project:

- Overall favorite sites (for whatever reasons):

- Overall *least* favorite sites (negative examples)—what you don't want your site to be like:

Similar Websites:

- Sites that appeal to same target audience:

- Size comparable to what you envision for your site (breadth, depth, number of pages or products):

- Good models for attracting new people to the site (newsworthiness, giveaways, impact, etc.):

- Branding in a situation similar to yours (new company, new brand, established brand, etc.):

Competitors' Websites:

- Direct competition: similar goods/services and target market:

- Similar goods/services, but significantly different market or strategy:

- Negative examples: competitor sites that have it all wrong (be sure to say why)—list the sites that your site will blow away!

If you have any questions about this form, do not hesitate to contact us: rdrake@data2action.com, or by phone at 216.556.2459. When completed, please return the form to:

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