

Tell us about yourself

Business or Organization Name: []
Primary Contact Person: []
Contact Phone Number: []
Contact Email Address: []
Mailing Address: []

This document will help us put together a solution that best reflects you and your company. So take your time, chew your pencil, and answer carefully. What you say will determine what we create.

Services you are requesting us for

UI Design Web Development Web Design
 Theme Design Custom Programming Web Strategy
 Usability Testing Information Architecture Content Management

Background

Please describe your business/organization, business concept, what products/services you offer, what your primary market is and anything else that helps us get a better picture of who you are.

Please tell us about the time-line and the budget. If you project requires a phased approach, list the intended milestones and budget for each of them.

Example: "We'd like to have it ready within 2-3 months and can afford \$5000."

[This information is essential in proposing the appropriate solution. If you are not 100% sure, feel free to mention a range.]

Project Specific Stuff

Do you have a website already? What is your current [or planned] URL?

What are the primary problems you'd like us to overcome or what is the primary purpose of this project?

If this project involves competitive placement, who are your competitors, what do they do well and what are their weaknesses? Please list their URLs.

Please list the URLs of sites you find compelling [not necessarily your competitors or even in your market sector]. What specifically do you like about these sites?

Who are the primary and secondary users of this site/project and what action do they take/perform when visiting? Please describe in detail.

Have you conducted usability tests with a sample group of your primary and secondary users? If so, please include your findings.

Use a few adjectives to describe how the user should perceive the site/project you wish us to create.

If this project is web related, do you currently work with content management system [CMS] or have a preferred CMS? Please tell us which system and version or list the URL[s] where we can find more details.

What special features would you like for this site/project to have? Please describe in as much detail as possible.

Additional Notes/Comments

Please take as much space as you need.

Thanks a bunch...

You just saved about an hour or two worth of meetings – and some valuable cash! If you are sending this to us electronically, please email it to projects@cornerstoneinteractive.com and we will review and get back to you in a timely manner to get the ball rolling.