Client Worksheet

version 1.0, June 12, 2014

We've put together this client worksheet to prepare you for your webdesigner, developer or media companie meeting. By answering these simple questions, for your self, you will avoid most surprises. Be prepared!

If you have any question please contact us on support@designscan.me or visit www.designscan.me/support

The Basics

Company name:

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Complete address:

(street + number, city and zip/postal code and country)

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URL/website address:

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Your name and email address:

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Briefly describe your company and the concept, product or service your site will provide or promote:

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Is there a deadline when the project needs to be completed?

(e.g. trade show, product launch, end of year budget.)

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Name two or three primary competitive sites + their web addresses. Please comment on the strengths and weaknesses of these sites:

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The Basics

What is the budget for this project?

NOTE: Without you could see Subsequent costing!

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How does this website figure into your business model?

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What specific needs does this website meet for your profit model? In other words, if this website fails to be effective for your business, how specifically does it affect your marketing and profitability?

The Brand

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

Audience

To the best of your ability try to describe the users of your site. (e.g. Young people looking to buy music)

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Where/how do people learn about your company/product/service?

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Why does your target audience need this website?

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Scope and Features

In number of pages, how many templates will you need?

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Do you currently work with a content management system? If so, please tell us which system and describe its capabilities and limitations (or point us to a web address where we can find out more about it).

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Do you need a content management system? If so please describe the features you would like to see included.

(e.g. updatable news, multiple authors, comments, search , archive, forum etc.)

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Is the content already created for this site? If not, how soon do you anticipate having it ready?

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Design

Describe the site's desired look and feel by using adjectives and short phrases
(e.g.: Easy to look at, edgy, classic, up-to-date, crisp, modern, traditional, understated," etc.)

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Please list some websites that you like and explain why.

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Do you already have wireframes ready on how you see the layout of the site?
(if not don't worry we can help you with that too. However if you have, it can help us in giving you a better price quote for this project.)

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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.

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☐ Completed this Client Worksheet?
(Take it with you, they'll notice you are prepared.)

☐ Every aspect it's own quotation?
(If you need a logo, housestyle (businesscard, letterhead) and website, ask for a seperate quote.)

☐ Work with the web designer/builder directly?
(Direct communication prevents unexpectedly, try to avoid managers.)

☐ How will the communication take place?
(Phone, email or face-to-face.)

☐ What are the starting costs after signing the quote?
(If any, normally a % of the quote, before they start working on your website.)

☐ When are the payments?
(Normally a % of the quote during design/development process.)

☐ How will extra work being calculated?
(Ask for an extra quote for the extra work. Hourly fees are always higher than quotations.)

☐ What happens if the freelance designer gets ill?
(Does the freelancer has any backup?)

☐ What happens if the deadline isn't met?
(What are the consequences for you? For the costs? What will the freelancer or company offer?)
If you stayed within the quotation, no extra work, it should be the problem of the freelancer or company.