



The Project Profiler

I. Background and Goals

Company or organization:

A brief description of the company/organization:

Name and contact information for the person in your company who will be working on the project:

What is the basic goal for your Web site? (e.g., branding/identity reinforcement, information to the public, direct sales, corporate communication, etc.)

What outcome will make this project successful? How will you measure success?

What is your schedule?

What is the budget for this project? Is there an acceptable budget range, depending on the level and comprehensiveness of services provided? Please explain.

Describe any work that has been done toward designing/redesigning a new web site.



Will the web site reinforce an existing branding or marketing strategy?
How? Do you already have a logo/business identity that you are satisfied with?

Rank the following according to importance:

(Use a scale of 1-10, with 10 being most important)

- A web strategy that fits with our existing image
- Repurposing existing content
- Creating a community of dedicated visitors
- Quality execution (graphics, writing, navigation, etc.)
- Time schedule
- Ease of maintenance
- Doing better than our competition on the Web
- Ensuring that our site is accessible to disabled viewers
- Ensuring that our site is accessible to all browsers / platforms
- Staying within the budget

II. Content

Audience

What types of visitors do you want to attract?

Where will content come from? Will it be new, repurposed, or both?

How often will you add new content?

Functionality



What functional requirements do you believe to be necessary? (e.g., download areas, database-driven webpages, commerce, catalog, applications, etc.)

Have you arranged for hosting and maintenance of the site?

Has your domain name already been registered?

Are there databases already in place?

What is your long-term plan for the site?

If budget is a major issue, would you prefer to have the site constructed in phases?

III. Form

General Appearance

Indicate your general preferences in each set, keeping in mind what most suits the character of your company and your intended audience:

- Elegant vs. Fun
- Traditional vs. Highly modern, cutting edge
- Restrained palette vs. Very colorful



The Field Trip

This part of the profile is very important; fortunately, it is also fun. The more you put into it, the more your project will benefit. Find three sites (more is better) on the Web that relate to your project in some of the following categories:

- Appeal to same target group of customers
- Colors, look-and-feel, user interface, layout
- Size of site
- Your competitors' sites
- Quality of content
- Quality of graphics
- Functionality (things sites do for people)
- Overall favorite sites (for whatever reasons)

1.) _____

2.) _____

3.) _____

Special thanks to David Siegel for the development of the original Project Profiler.