



Project Worksheet



What is the name of your company and your current web address?

Describe your company and the product or service you provide.

Who are the main contacts for this project? Who has final approval?

When do you expect the project to start and when does it need to be completed? Are there specific reasons for these dates?

Your budget dictates how much time we can devote to your project. What is the budget for this project?



Who is your market audience for your product?

Why will people choose your product over others?

Describe how you would like users to perceive your new product.
(modern, professional, friendly, edgy, fun etc.)

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



List the business objectives for your product in order of importance.

Outline any ideas you may have for your project, and any other marketing ideas. (brochures, fliers, promotional items, web...)

I'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.