

Jeff Mellon Services

Western New York Web and Tech Solutions

Project Proposal Planner

Web Project Plan Document



1. Overview

Hello and thank you for downloading the Proposal Planner. Its purpose is to help Jeff Mellon understand your project and what you hope to achieve through it.

Once you have conveyed the needs and goals for your web site, please e-mail the completed form back to Jeff Mellon Services at info@jeffmellon.com.

Jeff Mellon Services Corporate Information:

Website: <http://www.jeffmellon.com>

Email: info@jeffmellon.com

Jeff Mellon Services Office Location:

1104 West Henley St.

Olean, NY 14760

Phone: 716-372-5996

2. General Details

Please provide your contact information.

First Name: _____

Last Name: _____

Company Name: _____

Phone Number: _____

Fax Number: _____

Cell Phone: _____

Email Address: _____

If you do not have a web site address, please indicate your desired address. If it is available, we can help you secure it.

Desired Website Address:

Tell us a little about your company, product, service, or organization:

3. Project Information

Do you have a website currently? If so, please indicate, in your opinion, its strengths and weaknesses.

Current Website Address:

Current Website Strengths:

Current Website Weaknesses:

3. Project Information cont'd

Please provide some additional information about your desired website.

What Are Your Main Goals for Your Website:

Ex: Easier access to information, improved company image/rebranding, more sales...

What Purpose will the site serve to your Customers:

Public/Private website use? Informational, e-commerce, social networking, etc.

Desired Date of Completion:

Estimated Budget for the Project:

Knowing your budget helps us understand the scope of your needs, allowing us to understand how we can maximize return on your investment within your price range.

4. Design

Knowing your style will help us generate creative solutions tailored for you. Please provide several adjectives that represent the desired look and feel for your website.

Descriptive Adjectives:

Ex: friendly, corporate, minimal, loud, fancy, simple, etc.

Example Websites that represent your Tastes and Preferences:

Be Specific about the parts you like. Please provide at least three sample sites.

4. Design cont'd

List some of your competitors' web sites and what you think of them? (Please list a minimum of 3 competitors' sites.)

1st Competitor's Web Address:

Overall Comments:

2nd Competitor's Web Address:

Overall Comments:

3rd Competitor's Web Address:

Overall Comments:

5. Content

What content and features do you envision being on your website?

Example: search, mailing list sign up, ability to buy products, user login, etc.

Mailing List

Newsletter Sign Up

Blog

Forum

Guest Book

Testimonial Section

Interactive Calendars

Audio Player

Video Player

Portfolio Section

Virtual Tour

Stock Market Component

Product/Services

Locations Section

Company History

Shopping Cart

Email Service

Product Sales/Quoting

Contact Section

Home Page

About Us Section

Image Galleries

Career Section

News Section

Online Bill Pay Component

Online Classifieds

Map Component

Privacy Policy

Terms and Conditions Section

Other: Please note in box below

5. Content cont'd

Would you like us to recommend additional features that we think could be helpful?

Yes

No

Do you have any Content Management System (CMS) on your current web site? If not, what features would you like to have in place for making edits on your web site?

Preferred Content Management System:

Ex: SEO friendly URLs, user and group management, reporting, etc.

6. Additional Information

If there is any additional information that will help us understand your needs, goals, and expectations, please document them below.