RDL Web Development LLC

21 Chandler Rd.
Andover, MA 01810
(978) 409-1269
http://www.RDLweb.com

Project Profiler

1. **Background and Goals**

    What is the mission statement or summary of your project?

    What are the basic goals of this project? (e.g., branding, identity reinforcement, improved access to information, direct sales, corporate communication, etc.)

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

    What are your schedule requirements?

    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 or redesigning a new web site.

2 Audience, Content, and Functionality

<u>Audience</u>

What types of visitors do you want to attract?

What are your goals for each type of visitor? What are the products/services involved?

What are your goals for these products

<u>Content</u>

Where will content come from? Will it be new, re-purposed, or both?

How often will you add new content?

Who will update the content?

Will the web site reinforce an existing branding or marketing strategy? How?

Discuss any identity/branding assets (logos, other artwork, and fonts) or issues.

Rank the following, in order of importance:

A web strategy that fits with our corporate strategy

A web strategy that fits with our marketing strategy

Re-purposing existing content

Creating a community of dedicated visitors

Quality execution (graphics, writing navigation, etc.)

Time to market

Ease of maintenance

Doing better than our competition on the Web

People bookmark the site because they get so much out of it regularly

Staying within the budget

Sending the message that we know the Web and use it appropriately

<u>Functionality</u>

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

Who will update the functionality?

Are there extraordinary security issues?

Are there other technical issues or limitations?

Have you budgeted for hosting and maintenance of the site? If so, what is your budget?

What is your long-term plan for the site?

3. The Field Trip

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

Branding in a similar situation to yours (new company, new brand, established brand, etc.)

Appeal to same target group of customers

Colors, look-and-feel, user interface, layout

Size of site

Attracting new people to the site (newsworthiness, giveaways, impact, etc.)

Quality of content

Quality of graphics

Functionality (things sites do for people)

Community, special features, responsiveness, other categories important to your project

Overall favorite sites (for whatever reasons)

4. Anything we missed??