

Project Outline

PO Box 302
Kingsford, NSW 2032
T 02 8003 4833
F 02 8569 0678
design@designovidere.com
www.designovidere.com

SUBJECT: Project Outline/Request For Proposal [RFP]

Dear Client,

The following document is a simple outline to assist you, as a potential client, in providing us with sufficient information to understand the basic scope of your project needs and identify the cost and timing associated with the project. Most of the items listed below require no more than a short paragraph in response. Once completed please return this document to us via email or by fax. If you have further questions, feel free to contact us.

Sincerely yours,
Designo Videre

Project Outline

General Information

What is the name of your company and your current (or intended) URL?

Who are the primary contacts from your organisation and who has final approval on the project?

Please provide the name, phone number, physical address and email address of the person to whom the finished proposal should be submitted.

What is your intended launch date for the new site? Are there any outside considerations that may affect the schedule (e.g., PR launch, trade show, etc.)?

Do you have a specific budget range in mind for this project? (As part of our proposal, we will incorporate technologies that fit in your optimum budget range.)

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General Information - Continued

Describe the scope of your current needs. For example, do you need us to write all of the web site copy from scratch, or will you be providing us with copy to edit and place into your design? Do you have an internal development team that will roll out the web site technologies, or do you need us to author that as well? Are you considering an email campaign to announce the launch of your project?

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Current Site / Reasons for Redesign

Do you feel your current site promotes a favorable user experience? Why? Why not?

What shortcomings exist with the current site and what three things would you change on the site today, if you could?

How important is it to maintain your current look and feel, logo, and branding?

What are the main reasons you are redesigning your site? (New business model, outdated site, expanded services, different audience, etc.)

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Technology / Marketing / Updating

What is your target platform and browser (if you know)?

Are there specific technologies (Flash®, DHTML, JavaScript, CSS, RSS, Quick Time, etc.) you would like to use in the site?

Will you have database functionality (dynamic content generation, search capabilities, personalisation/log-in, etc.)? Do you already have a database in place?

Briefly, what are your short-term marketing plans (Specifically for the site redesign and the 12 months following launch)?

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Questions for Us

If there is any information that Designo Videre can supply to help you arrive at a decision, include such questions here or at any point in the RFP.

Additional Notes/Comments

Please take as much space as you wish.