

Request for Proposal

Project Information

What is your project objective?

Please provide your organization's name, address, phone, and a name and email address for the project contact. If you have any web sites, please list the URLs.

Please describe your organization.

Please list your direct and notable competitors. If they have web sites, please list their URLs.

What is the timeline for this project? Is there an expected launch date? If so, why have you selected that date?

Do you have an estimated project budget?

Is the content (copy, imagery, etc.) already prepared? If not, how and where will the content be created?

General Design Questions

Do you currently have an identity system? Do you have a logo and branded collateral such as business cards and letterhead?



What type of personality do you want to reflect?

What colors and fonts do you intend to use?

Please describe your demographic. Who is your typical customer/client/viewer/user (age, background, etc.)?

Web Site & Multimedia specific questions

What other web sites do you find appealing from a design perspective and why? Please include URLs.

What type of interactivity will the web site offer?

Do you have any plans for web site maintenance? Would you be interested in a content management system (CMS)?

Do you have any plans for web site hosting?

Do you plan on using animated graphics, Video or Flash animation for introductions or presentations?

What type of user information do you plan to track?

Do you plan to offer any personalization or web-subscription services? Do you have multiple domain names or plan for any co-branding efforts?



Have you determined any accessibility or browser compatibility requirements? I.e. Mobile devices.

Additional Notes & Comments

