



Parkhill Barns, Castle Ashby, Northampton  
NN7 1LF, United Kingdom  
Tel: +44 1604 696385  
Email: info@star-digital.co.uk

# Project enquiry assessment

Hello potential client!

This form will help us measure the initial scope of your project and provide you with an accurate proposal. Completing this form should also help focus your own thinking about what you really want and need from your project.

Please answer all relevant questions, and be as expansive as possible. The more information you give, the more accurate our proposal will be.

If you would prefer to talk to us please feel free to call us on +44 845 123 3982.

This form can be completed on your computer, saved and emailed to us without needing to print it! Simply click on the space beside each question and type your answers.

## 1. General Information

Company name:

URL (current or intended):

Primary contacts for your company

| Name | Title | Telephone | Email |
|------|-------|-----------|-------|
|      |       |           |       |
|      |       |           |       |
|      |       |           |       |

Who has final approval for the project?

What is your intended launch date for the new site?

Are there any outside considerations that might affect this schedule?



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What specified budget range is established for this project (ex VAT)?

How did you hear of STAR Digital?

## 2. Current site (If not applicable please go to section 4)

What specific areas of your current site do you feel are successful?

Why are they successful?

What shortcomings exist with the current site?

What three things would you change on the site now if you could?

- 1.
- 2.
- 3.

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



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### 3. Reasons for redesign (If not applicable please go to section 4)

What are the main reasons for wanting your site redesigned?  
*e.g. outdated site, expanded services, new business model.*

Please detail both your Long-term and Short-term goals

What is the main business problem you hope to solve with the site redesign?

What will you measure the success of your new site on?  
*e.g. financial increase, market share*

What (if any) existing strategy (both on and offline) is in place to meet the new business objectives?



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## 4. Audience

Describe what you think is a typical visitor to your site? Include demographics, age, occupation, income level, sex, purchasing habits etc. Use as much detail as possible in profiling your target user.

What is the primary action the site visitor should take when coming to your site?  
*e.g. make a purchase, register as a member, search for information, complete a contact form?*

What are the key differentials why the target audience chooses your company's products and/or services over those of your competitors?

Do you know how many people access your site on a daily, weekly, or monthly basis?

Do you forecast usage to increase after the site launch, and by how much?

## 5. Perception

Use a few adjectives to describe how your site visitor should perceive the new site  
*e.g. prestigious, fun, friendly, corporate, cutting edge,*



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Is this different from your current site?

How is your company currently perceived offline? Do you want to carry the same kind of message through your website?

Who are your main 3 competitors? Please list their URLs

- 1.
- 2.
- 3.

List the URLs of any sites you find compelling and note the specifics that you particularly like

- 1.
- 2.
- 3.

## 6. Content

Outline visual elements or content that should be utilised from the current site or marketing materials (logo, colour scheme, navigation, naming conventions etc).



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How will the content of the site (along with functionality and navigation) expand or differ from your current site?

Do you have a sitemap or outline for the proposed redesign?

*If yes please send an additional attachment.*

## 7. Technology

Do you want the ability to update and edit elements of the website yourself with a Content Management System?

Do you require other specific programming needs?  
*e.g. search capability, photo galleries, flash animation etc*

Do you currently have a dedicated server space and/or a hosting package for your website that you are happy with? Is this something you would like us to include in our response?

## 8. Marketing

How do most visitors find out about your current website? What methods of distributing the URL already exist within the company on and offline?



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Do you have short-term marketing plans?

*Please be specific for the site redesign and the next 6 – 12 months following launch*

Do you have an existing marketing strategy (outlined or finalised) to promote this site redesign? If so, please describe.

## 9. Additional Notes

Please let us know of anything extra you want to make us aware of your project

## 10. Finally

Save this form, leave it a short while then return to it with a refreshed pair of eyes and read through it again to make sure you have covered everything. When you are ready, email it back to us at [info@star-digital.co.uk](mailto:info@star-digital.co.uk)

Thank you for helping us to understand your project, we will come back to you to confirm receipt of this document, then provide a suitable proposal.

The STAR Digital team