**Getting to know you and your project….**

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| **Date** |  |
| **Client** |  |
| **Helping us understand you:**  |
| Describe your target audience and the purpose of the website:  |
| Please identify some of your closest competitors and what makes you stand out from them: |
| Please identify your persona target audience job title / female /male / age / demographic:e.g. Marketing Manager / Director – male & female / aged 35 - 55 / based in Kent.Please note. There could be more than one persona. |
| Please identify any functionality from your current site that you would like to see on your new site: |
| Please identify and list any designs or functionality you have seen that you would like (please provide URLs): |
| Hosting & Domain – and mention you would host as part of your Swwwift agreement (simplify for your client!) – Ask where their domain is hosted and request Control Panel access. This is so you can follow our instructions when you want to push the website live. |
| Who will be involved on your end in the development of the website: |

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| **Building your specification:**  |
| Do you require any content writing services or will you be providing content and imagery: |
| Does your website require a blog section: |
| Would you require any social features built in (Twitter or Facebook for example): |
| Do you require any third-party integrations with the new website. e.g. Online booking? |
| Do you have a Google Analytics account and can you provide us access details: |
| Do you have any other specifications or need specific functionality that has not been addressed: |
| When are you looking to go live with this project: |
| List your frustrations with your current website: |

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| **Measuring success & the future:**  |
| How we would measure the success of the website: |
| How many enquiries come through your existing site on a monthly basis: |
| How do you see the site progressing in the future: |
| Do we need to consider any other services (SEO, Marketing Materials etc.): |

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| **Any other ideas:**  |
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