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PROJECT KICKSTARTER

THANKS FOR CONSIDERING TRIPLE3 FOR YOUR PROJECT!

We all know communication is key to the success of any endeavor, so we've put together this worksheet to help you capture your vision for the project.

It may be a few pages, but it asks some very important questions that will give us a feel for who you are what exactly it is you're hoping to achieve.

Of course, the more thoughtful and detailed answers you can provide, the better we'll be able to respond. Please feel free to skip any sections or questions that aren't relevant to your particular project.

Thanks...

Section 1. About You

PERSONAL INFORMATION

Company Name _____ Contact Name _____

Address _____ City _____ State _____ Zip _____

Phone _____ Fax _____ Email _____

If you currently have a website, what is the address? _____

Tell Us A Little About Your Business, Company and Idea...

Which Services Are You Interested In?

- Branding & Identity - *Section 2*
- Print / Graphic Design - *Section 3*
- Website Design - *Section 4*
- Application Development - *Section 5*

May We Ask How You Found Us?

- Referred by Friend / Colleague
- Advertising
- Search Engine
- Other
- Social Media

Are You Seeking Help With A New Or Existing Project? New Existing

Will You Be The Final Decision Maker? Yes No **If No Who Will Be**

Is There A Deadline We Need To Work To?

Please Give An Indication Of Your Budget *(A Ballpark Figure Or Range Will Suffice)*

While disclosing your budget may not be something you typically do, sharing this information will help us scope the project and prevent a great deal of wasted time, should the budget not be realistic with the project requirements.

Section 2. Branding & Identity Design

Which Design Services Will You Require For Your Project?

- Logo Design Business Cards Letterhead Envelope Compliment Slip Brochure
- Catalogue Report All of the above

If other, please specify:

Could You Explain A Little More About Your Project...What Would You Like Your New Brand To Accomplish?

(e.g. Upgrade A Dated Image, Highlight A New Product / Services, etc...)

What Primary Message Would You Like To Convey To Clients?

Is There A Unique Story Behind Your Business Or Business Name?

Who Is Your Primary Target Market? Who Would You Like To Target?

(This Could Be Based On Demographics Such As Age, Race, Gender, Education, Social / Economic Conditions, Income, Location, etc...)

Who's Your Competition And What Sets You Apart? Have You Any Competitive Advantage?

What Problem Does Your Business, Services Or Product Solve For Customers?

If You Have An Existing Brand / Identity, Why Isn't It Working For You?

Are There Any Specific Elements You'd Like Incorporated? *(Icon, Symbol, Illustration, etc...)*

Using 5 Words Or Adjectives, Describe What Impression You Wish Your Brand To Evoke...

(e.g. Caring, Honesty, Friendliness, Humor, Professionalism, Intelligence, Technological Savvy, Sophistication, Reliability, Loyalty, Experience, etc...)

Using 5 Adjectives Or Short Phrases, Describe Your Brand's Desired Look And Feel...

(e.g. Traditional, Vintage, Classic, Edgy, Funky, Fun, Colourful, Creative, Hi-Tech, Corporate, etc...)

Please List *(Provide links to)* At Least 3 Logos / Brands Which You Felt Were Strong Or Grabbed Your Attention. Explain Why...

Please List *(Provide links to)* At Least 3 Logos/brands Which You Disliked Or Felt Were Weak. Explain Why That Was The Case...

Section 3. Print / Graphic Design

Which Design Services Will You Require For Your Project?

- Poster Design Advertising Flyer/Leaflet Signage Exhibition/Display Clothing
 Packaging Other

If other, please specify:

Could You Describe In More Detail What The Purpose / Goal Is, And What It Is You Wish To Convey With This Marketing Material?

(e.g. Promote A Service, Product Or Event, etc...)

Who Are You Primarily Trying To Target?

Are There Any Technical Considerations To Be Aware Of? *(e.g. Size / Dimensions, Special Colors, Special Materials, etc...)*

Who Is Your Primary Target Market? Who Would You Like To Target?

(This Could Be Based On Demographics Such As Age, Race, Gender, Education, Social / Economic Conditions, Income, Location, etc...)

Who's Your Competition And What Sets You Apart? Have You Any Competitive Advantage?

Are There Any Specific Elements You'd Like Incorporated? *(Icon, Symbol, Illustration, etc...)*

What Is It About You, Your Business Or Background That Sets You Apart From Your Competition?

What Problems Do Your Prospects Have That Your Product Or Service Solves?

Please List Or Describe Anything Else You Would Like Us To Know That We Forgot To Ask?

Section 4. Website Re-Design

If This Is A New Website, Skip To The Next Section

What Are The Main Reasons For Re-designing Your Site?

(e.g. New Business Model, Outdated Site, Target A New Audience, Make More User-friendly, Promote A New Services / Product, etc...)

What Is The Main Issue You Are Hoping To Solve?

In Order Of Importance, Explain The Primary Business Objectives Of This Site...

(e.g. increase sales, brand awareness, reduce time searching, fewer customer service calls, promote products / services, etc...)

Section 4. Website New Design

If A New Website Is Required, What Is Its Purpose? What Is The Primary Goal?

(e.g. Provide Information On Services, Sell Products, Encourage Users To Signup For An Event, etc...)

If A New Website Is Required, What Is The Main Problem You Are Hoping To Solve?

What Is The Desired Action A Site Visitor Should Take When Visiting Your Site?

(e.g. Make A Purchase, Register For An Account, Subscribe To A List / Newsletter, Make A Donation, Complete A Contact Form, Call, etc...)

Describe Who You Think Would Be A Typical Visitor To Your Site...

(This could be based on demographics such as age, gender, occupation, income level, location, interests, etc...)

Tell Me A Bit About Your Competition...Who Are The Leaders And Followers In Your Field/industry?

(Perhaps You Could Comment On Their Strengths / Weaknesses In Relation To Your Business)

What Is It About You, Your Business Or Background That Sets You Apart From Your Competition?

(Why Should Potential Customers Choose Your Company To Do Business With?)

What Problems Do Your Prospects Have That Your Product Or Service Solves?

For Users Visiting Your Site For The First Time, How Would You Like To Be Perceived?

(e.g. Friendly, Fun, Innovative, Established, Corporate Etc. Will This Differ From Your Current Image / Perception?)

Using 5 Adjectives Or Short Phrases, Describe Your Brand’s Desired Look And Feel...

(e.g. Traditional, Vintage, Classic, Edgy, Funky, Fun, Colourful, Creative, Hi-tech, Corporate, etc...)

Please List *(Provide links to)* At Least 5 Websites You’ve Seen Lately That You Found Compelling.

What Did You Like About Them? Explain Why...

Where Will The Website Content *(Text / Images)* Come From? Is It Ready For Use?

(Should You Not Have Any Appropriate Images For Use On Your Site, These Can Be Purchased By Us From A Stock Library Resource)

Is There Any Particular Feature/functionality You Would Like To Be Built Into Your Website?

(e.g. A Blog, Forum, Video/audio, Image Gallery, Search Functionality, Social Media Integration, Newsletter, Download Areas, Databases, E-commerce, Catalogs, etc...)

Do You Plan To Sell Items Online? Yes No

Is There An Existing Shopping Cart In Place? If So, Please Describe Any Limitations It May Have.

Do You Plan On Collecting Any Sensitive Information From Visitors That Would Need To Be Encrypted? Yes No
(e.g. Credit Cards, Social Security Numbers, etc...)

Are There Other Technical Issues Or Limitations?

How Often/regular Do You Believe The Site Content Will Need To Be Updated?

Daily Weekly Monthly Never Not Sure

What Outcome Will Make This Project Successful?

How Will You Measure Success?

How Do You Plan To Market Your Site?

How Will You Be Attracting New People To The Site?

(e.g. Newspaper Advertising, Giveaways, etc...)

What Is Your Long-Term Plan For The Site?

Please List Keywords That Would Be Used To Find Your Site, The More The Better.

(e.g. Terms People Would Search In Google To Find Your Site)

Do You Have An Estimated Number Of Pages For Your Website? What Are They?

Do You Have A Domain Name

Yes

No

Please List

(e.g. www.businessname.com)

Do You Already Have A Hosting Account

Yes

No

If So With Who?

Do You Have Any Social Media Accounts

Facebook

Twitter

Google+

LinkedIn

Pinterest

Other

Please Provide Your Social Media Account Screen Names And Login Account Information

(Only provide your login information if you would like Triple3 to help brand your social media pages)

Section 5. Application Development

Which Application Development Services Will You Require For Your Project?

- Web App Desktop App Mobile App HTML5 App Mobile Website Native App
 Custom Programming Uncertain

If Custom Programming Or Uncertain, Please Specify:

Is This A New Project Or A Project / App Update?

- New Update

If Update, Where Can We View The Current Version?

If Developing A Mobile App, What OSes Need To Be Tested?

- Apple iOS Android Windows Blackberry Palm Uncertain

Where Will You Distribute Your App?

- App Store Play Store Internal Use Only Other

If A Mobile App, What Name You Are Planning On Using?

Do you have Currently Have a logo?

- Yes *(Can you provide us a .psd or .ai version?)* No *(Do you want a logo designed?)*

Could You Describe In More Detail What The Purpose / Goal Of Your Project Is?

(e.g. Promote A Service, Promote A Product, Custom Software, App For Fun, etc...)

Why Do You Want To Build A App / Site?

What Problem Will Your App Solve?

(e.g. Boredom, Location, Multitasking, Immediate Need, etc...)

Please Describe As Detailed As You Can The Elements That Will Be Present In Your App.

What Goals Do You Have For Users To Accomplish In Your App / Site?

If You Already Have An App / Site, What Would You Change?

If You Have An App / Site, What Does It Do Well?

What Will Make The Project Successful?

What Screens Need To Be Created?

Which Of The Following Features Would You Like In Your Mobile Application?

- | | | | |
|---|--|---|--|
| <input type="checkbox"/> GPS Directions | <input type="checkbox"/> Contact Information | <input type="checkbox"/> GPS | <input type="checkbox"/> Shopping Cart |
| <input type="checkbox"/> One Touch Calling | <input type="checkbox"/> Email Photo | <input type="checkbox"/> Counters / Calculators | <input type="checkbox"/> Third Party Options |
| <input type="checkbox"/> Tell-A-Friend | <input type="checkbox"/> Image Gallery | <input type="checkbox"/> Mailing List | <input type="checkbox"/> Other |
| <input type="checkbox"/> Points Of Interest | <input type="checkbox"/> Fan Wall | <input type="checkbox"/> QR Scanning | |
| <input type="checkbox"/> Event Listings | <input type="checkbox"/> Push Notifications | <input type="checkbox"/> Social Media | |

If Other, Please Specify:

Are There Parts Of This Project You'd Like To Build In Phases?

Yes No

If Yes, Please Describe The Phases?

What Other Functionality Are You Interested In Incorporating Into Your Application

What Features Need To Be Present In This Application?

Will You Require In App Purchases?

Yes No

Will Your Application Show Ads?

Yes No

Do You Have A Preference For Native Or Mobile Apps?

Yes No

Do You Need To Communicate With External Services?

Yes No

Do You Need Integration With A Custom Login Service?

Yes No

What Languages Are Required?

- | | | | | |
|----------------------------------|-----------------------------------|----------------------------------|-------------------------------------|---|
| <input type="checkbox"/> English | <input type="checkbox"/> French | <input type="checkbox"/> Russian | <input type="checkbox"/> Portuguese | <input type="checkbox"/> Malay-Indonesian |
| <input type="checkbox"/> Spanish | <input type="checkbox"/> Mandarin | <input type="checkbox"/> Arabic | <input type="checkbox"/> Bengali | <input type="checkbox"/> Other |

Please Describe Any Other Information We May Need To Know But Have Not Asked.

What Are Your Schedule Requirements For This Project?

- As Soon As Possible Less Than A Month Less Than 3 Months Less Than 6 Months No Limit

Please List Or Describe Anything Else You Would Like Us To Know That We Forgot To Ask?

THATS IT - YOUR DONE!

Unless there's anything else you feel would be useful to know?
If not, then congratulations - you're done!

Now all you've left to do is email this document to:

Design@Triple3.co

or mail it to: Triple3 Post Office Box 0416 Saint Ansgar, Iowa 50472