



Project Planner

Our project planner is a helpful tool for you to provide more detailed information on your website/online project.

We'd prefer to talk to you, so if this form looks like more than you need, head back to the Contact Us page and leave your basic details.

Alternatively call us on (07) 54 777 990 ([we operate normal business hours AEST](#))

The greyed out areas below the questions are text fields, Type your answers into the grey boxes. Be as detailed as possible.

Your Details

Contact Name:	
Company Name:	
Address:	
Email Address:	
Contact Phone Number:	
Redesign? Current URL is:	
New Site? Intended URL is:	





Tell us as much information about yourself, your company or your product.

How is your company currently perceived offline, via traditional marketing? Do you want to carry the same kind of message through your website? How do you differentiate your company from competitors? Please list some competitor websites. List any sites you admire, and tell us what you like about these sites?

Tell us as much information about your customer base, clientele or audience.

Describe what you think is a typical visitor to your site? E.g. age, occupation, income level and purchasing habits. What are the key reasons someone chooses your company's products and/or services over those of your competitors?

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Please let us know what the primary goal of your website is or will be.

What is the primary “action” a visitor should take when coming to your website? E.g. make a purchase, register as a member, complete a contact form? Do you know how many people access your site on a daily, weekly, or monthly basis? Do you expect to increase site traffic after the site launch and by how much?

Tell us about your website marketing plans.

How do most people find out about your current website? What are your short-term (6-12 months) marketing plans? Do you have an existing or planned marketing strategy in mind to promote the new site? If so, please describe.





Will you require a Content Management System or E-Commerce solution?

Content Management System
E-Commerce Solution
Unfamiliar with these terms

Please list all of the functionality requirements for your website.

Will you require specific programming needs? Please describe in detail. E.g. photo galleries, email newsletter sign-ups, shopping cart, video, subscriber log-in.



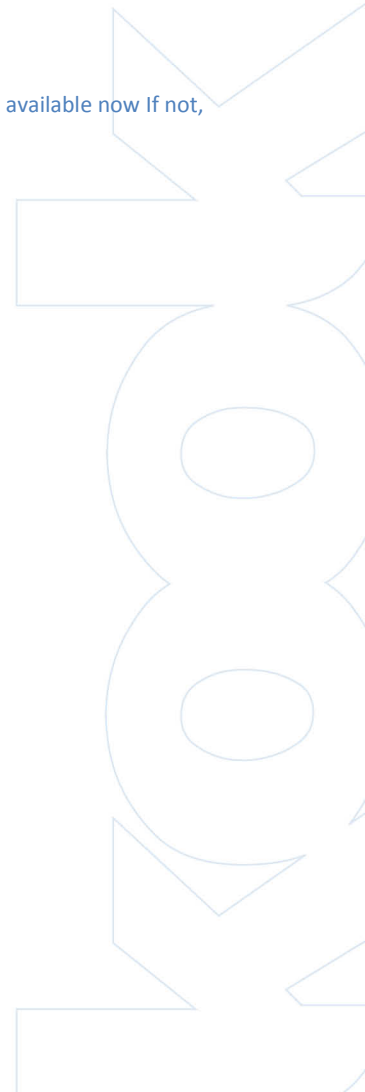


Please provide some information about the look and feel you would like for your website.

How should a visitor describe your new site? *E.g. prestigious, friendly, corporate, fun, innovative, cutting edge. Is this different than the current image perception?* How is your company currently perceived offline, via traditional marketing? Do you want to carry the same kind of message through your website?

Please tell us about your current branding/identity

Please provide details of your assets e.g. professionally designed logo, letterheads, brochures etc... Are these assets available now If not, when?





Logo Design Requirements

Please check the appropriate box

<input type="checkbox"/>	Logo redesign
<input type="checkbox"/>	Logo for start up company
<input type="checkbox"/>	Not required (current branding details provided above)

Tell us how you envisage your new logo

Please tell us as much as possible about how you envision your logo. How would you like your company to be perceived? *E.g. prestigious, friendly, corporate, fun, innovative, cutting edge.* You may also provide examples.





Additional Information

Take as much space as you need.

Finally

Review your answers to make sure you've covered everything.

Email the completed form to john@kook.com.au

We'll come back to you to confirm we have received the document with 1 working day.

The Kook Multimedia team

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