

# upward labs

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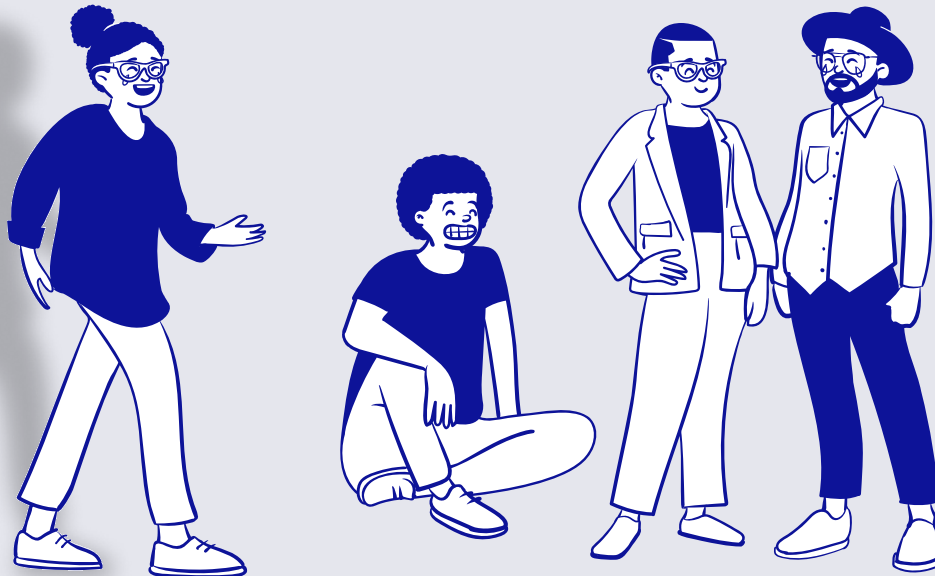
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## Digital Project Planner

We use this useful little planner to help capture your project's scope, goals and overall vision. Think of it as a guided business planner for your digital presence.

Also, please know the more information that you can give us, the better we'll be able to respond with the most relevant and focused options. Because each member of your team may have a different vision for this project, we recommend completing this website project planner as a group. That way we won't miss any important details.

Once you've completed this questionnaire, please save it in PDF and e-mail it to [us@upward.com](mailto:us@upward.com). We'll work out the right solution for you.



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# The Fundamentals

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1. Tell us a little bit about your company...

2. Describe what your website or digital offering will provide...

3. What will be the website address for this project?

4. Do you have this domain name already secured?

5. Who is the primary contact from your organization for this project?

6. When would you like to start this project?

7. When does it need to be completed by?

8. Your budget dictates how much time we can devote to your project. What are you looking to spend to achieve your vision? (i.e. \$1-2k, \$3-4k, \$10k+).



# What does Success look like?

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1. What is the ultimate purpose for this project?

2. In order of importance, what are the business objectives you need to achieve?

3. What is your measure for success – and what are you hoping to achieve?

4. What aspects of your current website do you know are successful?

5. What aspects of your current website do you dislike?



# Tell us about your Audience

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1. Describe your target audience and the types of users that will visit your website...

2. How do your customers currently perceive your company, products & services?

3. Why will users choose you over your online competitors?

4. What do you imagine people using your site for? What will they want to do there?

5. Outline any ideas for features you have for your site.

6. How do these features support your business goals and the goals of your user?



# Let's Discuss Design

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1. What kind of personality do you want your brand to portray?

2. Do you already have a brand identity? Are you satisfied with how it represents your organization?

3. List your online competitors and their website addresses that have the greatest visibility with your target audience...

4. What makes them so great?

5. What do you know to be their weakness?

6. Leaving your competitors aside, have you seen any sites recently that you've liked the visual design of? What did you like about it?

