C2 creative communications

Web Project Scope

Project Title

Client   Account Manager

The consult meeting can be more effective if the key individuals attend, such as primary contact,
decision maker(s), internal web developers, and content producers (writer/editor, photographer, illustrator).

1. Do you currently have a website?   ○ Yes   ○ No

2. What is the primary purpose of your new site or project?

3. Who is the primary target audience for your website?

4. Will you need design services for the site?

5.   Are there style guidelines or branding that we should be aware of while working on this project?

6.   Will you need other assistance developing content for the site (e.g., writing/editing/photography)?

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7. Have you developed a site map and when do you anticipate content will be ready?

8. Will you need to have the pages from your old website redirect to pages on your new website?

9. Will you need C2 to provide ongoing support and to perform updates for your site?

8. Will other materials need to be prepared along with the website? For example, stationery, invites, brochures?

9. Can you provide URLs for websites that you like or would like us to review?

10. Who is the primary contact? Who else is involved in the approval process?

11. Has a budget been set for this project? Do you have a UW Budget Number?

12. What is your desired go live date for the new site?