

Request for Proposal form

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Sparemint Design

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Please complete and return with **as much information as possible** so that an appropriate estimation of the project's scope can be ascertained. We shall respond with a quotation based on this and the resources available.

Don't feel you need to have answers for everything at this stage. These questions will help you start to think about what you want this project to achieve and will give us ideas to discuss.

Company Name:

Primary Contact:

Email:

Phone:

Project team members: (contact details and roles of anyone else who will be involved in this project)

Budget: (if determined)

Project time-frame: (start date, deadline)

Short project summary:

Industry Information: (any information about your industry, competitors, etc... relevant to the project)

Detailed project goals: (what you want from your new website)

Profile of users: (what sort of people will be using the website, what is your target audience?)

Promotion: (how are you going to target your intended audience, which areas of the site would you like to see emphasised?)

Most popular features: (which parts of the site will appeal to your users the most?)

General design requirements: (is there a particular look or feel needed for the web site, e.g. must it have a simple layout to match your company philosophy?)

Existing branding: (details of any established logos, colour schemes, type-faces, etc...)

Desired features: (is there any special functionality the site *must* have?)

Responsibilities: (who will be responsible for content and images, which tasks will be the sole responsibility of the web developer?)
