



New Client Worksheet

While it is easy to make the simple complicated (just look at the average video recorder), it takes skill to make the complex appear simple. Luckily that's what Silverwoo Design specializes in. We've put together this handy worksheet to help you capture your vision for the project. Think of this document as a business plan for your project. The more information you can give us, the better we'll be able to respond. Answer each question in a clear and concise manner, and skip any questions that don't pertain to your project.

Because each member of your team may have a different vision for the project, we recommend completing this worksheet as a group. That way we won't miss any important opinions. Once you're happy that the worksheet clearly describes your project, email it to info@silverwoo.com and we'll work out the right solution for you.

Let's Begin

What is the name of your company and what service are you interested in?

- Website Redesign Website Development Graphic/Logo Design Promotional Material

Describe your company and the concept, product or service you provide.

Who is the main point of contact for this project? Please list names, email addresses and phone numbers.

When do you expect the project to start and when does it need to be completed? Are there specific reasons for these dates?

Your budget dictates how much time we can devote to your project. What is the budget for this project?

Your Objectives

What are your main reasons for commissioning a new project with Silverwoo Design?

List the business objectives for your new project in order of importance. e.g modernize, improve sales, increase customer satisfaction, etc.

What Do You Currently Have?

What aspects of your current website/logo/etc. work well and why are they successful?

What aspects of your current website/logo/etc. are unsuccessful and why do you think that is?

Who is your current hosting provider? A hosting provider is the company you purchased your domain name and hosting package from. If you choose to have Silverwoo Design create a website for your company, we require the login information to your hosting provider.

Your Audience

Describe the audience you currently cater to in as much detail as possible.

How do you think your audience currently perceives your company?

Why will people choose your site over others? Please skip this question if you are not requesting web design

Content and Design

Describe how you would like users to perceive the new website/logo. e.g. modern, professional, friendly, etc.

Please list websites/logos of competitors in a related field. What works? What doesn't?

Outline any ideas you may have for your website/logo/etc.

Please provide a list of colors you would like incorporated into your website/logo/etc.

Additional Information

We've tried to keep this worksheet as general as possible, but every project is unique. Here is your chance to add any extra information you think will be helpful.

Once you are finished with this worksheet, please save it and send it Silverwoo Design at info@silverwoo.com

Thank You For Your Business!

silverwoo
design.
what can silverwoo do for you?