

The Matterhorn Marketing Project Planner- Part 2

Understanding Your Project

Our knowledge of your project is the most important step we'll take in going forward. These questions address some of the specialized aspects of what you are considering, and why.

If you come to a question you can't answer, simply write "I don't know" or "I'm not sure". We'll revisit those items during our review of this document. When you're finished, just save the entire document as {thenameofyourbusinessPART2}.doc, and email it to us at projects@matterhornmarketing.com.

Tell Us About Your Audience

Describe the users of your site.

[Answer here.](#)

What known wants do they have? (Examples include: Curiosity about or passionate interest in your subject, desire to help a cause and become involved, etc.)

[Answer here.](#)

What general demographic or user groups do they fall into? (Examples of user groups on an educational site might include parents, teachers, students, donors, and alumni.)

[Answer here.](#)

Which of these groups are most important?

[Answer here.](#)

What primary action should a user take when visiting your site? (Examples include: registering for an account, subscribing to a newsletter, etc.)

[Answer here.](#)

More Considerations

Describe the feelings you wish your site to bring to mind, and the attributes you want it to convey. (Sample feelings might be: warmth, friendliness, reassurance, comfort, or excitement. Sample attributes might be: caring, honesty, humor, professionalism, intelligence, technological savvy, sophistication, reliability, or trustworthiness.)

[Answer here.](#)

Describe the site's desired look and feel. ("clean, offbeat, classic, fresh, crisp, traditional, informal," etc.)

[Answer here.](#)

Do you have a graphical identity already established, or do you need that to be designed?

[Answer here.](#)

Are you planning to include community or social features such as a blog or RSS feed, user comments, ratings, etc.?

[Answer here.](#)

Does your project plan include video?

[Answer here.](#)

Do you currently use a content management system or publishing platform?

Yes

No

If you answered 'Yes', which CMS or platform are you using?

[Answer here.](#)

If you answered 'Yes', what do you like/dislike about it?

[Answer here.](#)

Are there any third-party integration points in your existing site (interfaces to a CRM, e-commerce, mapping solution, social site or other use of a third party API?)

[Answer here](#)

What are the estimated number of pages for your site?

[Answer here](#)

Would you prefer to complete this project in a single pass or split it up into phases (each requiring separate budgets)?

[Answer here](#)

Have you already created the site copy, or would you like the copy created along with the project?

[Answer here.](#)

Time And Money Considerations

If you're working within a time frame, list it here. Also, if your project will launch in phases, list the proposed dates here.

[Answer here.](#)

Please tell us your budget for this project.

Note: Sharing a realistic idea of what you plan to spend on this project will help us gauge the project's span appropriately. While revealing your budget might not be something you usually do, sharing it with us now will considerably reduce the risk of both sides spending significant time and resources trying to find the right path.

[Answer here.](#)

Thanks!

Once again, your time and attention to this document have been a *very* big help.

Just save the document as {thenameofyourbusiness}.doc and email it to us at projects@matterhornmarketing.com. We'll go through all of the details and respond right away.
