



DanielBeadle Design presents

Web kickoff worksheet.

Essential questions to answer before starting any new website or web app project.

Introductions.

Hey there! Thanks for downloading this kickoff guide. You're on your way to building a website or web app that will drastically improve your business!

The questions asked on the following pages will help define your project, what you're hoping to achieve, and ultimately, how we can measure its success. This information will be essential to both you and your web team.

Take some time to fill out your answers, then save this PDF for future reference.

Ready? Let's start with your basic information.

Your name

Your role

Your email

Your phone number

Your organization

Your organization's website

When would you like to start this project?

Is there a specific deadline you're trying to hit, and why?



Project overview.

Briefly describe your web project.

Why do you want to complete this project? What are the intended goals, business or otherwise?

Why do you want to complete this project now? What recent change motivated you to get started?



Audience.

Who is your audience/intended user groups, and how will this project benefit them? Be as specific as possible.

Audience 1

Benefits

Audience 2

Benefits

Audience 3

Benefits



Market landscape.

Are there any similar companies or products to yours? Briefly explain how you differ.

Have you done any market research/interviews that justifies this project? Is there a specific opportunity you're trying to capture?



Alternative solutions.

Are there any off-the-shelf solutions (website builders or apps) that you've explored to achieve your original goals? If so, how did they fall short?

Why not execute this project yourself, or with your internal team?

Have you considered outsourcing this project to an overseas team or to junior contractors? Why or why not?

Have you previously worked with freelancers or agencies on this project? What was the result?



Practical considerations.

Do you have any of the following, as they relate to this project?

- Logo
- Style guide
- Color palette
- Typefaces
- Images/photos
- Icons
- Nope, I don't have anything yet

Do you have the necessary content ready?

- Yes
- No

Are there any essential features or technical requirements relevant to this project, such as a specific coding language or a Content Management System that needs to be used?



Metrics and budget.

What can be measured to see if this project makes a difference? What are those numbers now?

What would be a best-case scenario change in those numbers? How would that translate into profits in the first year after launching this project?

How will this project be funded?

How much money are you willing to invest in this project?

Will you need ongoing support?

Yes

No



That's it!

Great job! This guide will go a long way to defining the scope of this project, and what it will take to make it successful. Reach out to me if you're ready to get the ball rolling, or need tailored advice.

Send me a message at [**daniel@dbeadle.com**](mailto:daniel@dbeadle.com)