



PRESENTS

# Give Us the Skinny

*We want to make your experience with Starling Interactive as easy as possible. To assure this happens, we give all of our clients a project worksheet to share their ideas, concerns, and creativity with us in the making of a project.*

*To that end, please fill out as much of the attached worksheet as possible. Sketches, doodles, big ideas, and examples of other work are all welcome. If you can't answer some of the questions - don't worry - just skip 'em and continue on your way.*

*Take your time, and if you're working with a larger team feel free to make copies and spend some time brainstorming - in the end it will ensure we deliver exactly what you want.*

*When you've finished, shoot us an email and we'll be able to give you a firm idea of what matters to you: cost, timeline, required resources, etc., along with our own suggestions.*

## **The Basics**

What is your name or the name of your company?

What's your website URL or what URL do you have in mind?

(ie, [www.starlingmarketing.com](http://www.starlingmarketing.com), [www.sxorch.com](http://www.sxorch.com))

Tell us a little about what you need...

**Who should we contact for this project?**

Please list day-to-day contacts for us to bug, along with the “Top Dog’s” we’ll have to beg for approval

**How soon should this project start/end? Are there specific dates and reasons?**

Let us know when you need it, what’s depending on it, etc.

**Are there budget constraints?**

We promise not to bid \$14,999 if you give us a \$15,000 budget... what we’re looking for are big factors or constraints on what we can deliver and by what dates.

## **The Growing Closer Part**

New website? How come?

What are the top objectives of this project?

Please list in order of importance any objective's you have, e.g., SEO site, retail site, any campaigns pointing to this page, etc.

When will you feel the site has achieved its goal?

(e.g., \$X amount of sales/orders, increase in conversion from Y% to Z%, etc.)

**The Likes/Dislikes Part** (for your current site - skip ahead if this doesn't apply to you)

How do you feel about your current site? What's made it great for you?

What's made it not-so-great? How come?

Is your site running on a special web application? If so, please describe it in as much detail as possible.

(ie, you use Wordpress, Mephisto, a Content Management System, etc)

Does this system make you feel warm and fuzzy? If no - how come?

## **The Pleasing-Your-Fans Part**

Describe your website visitors to the best of your ability.

(ie, are they young? old? college age? internet savvy hooligans?)

What about your site grasps them?

What makes them go to your site rather than a competitors?

What would visitors do on your site?

(ie, read up on internet savvy news, find a cheap toaster oven, get a home loan)

## **The Creativity Part**

Describe what you want your new site to be.

(ie, should it be edgy? professional? funny? serious?)

What current websites describe what you're looking for?

(great places to look: [cssmania.com](http://cssmania.com), [cssbeauty.com](http://cssbeauty.com), [cssbloom.com](http://cssbloom.com))

We know you have ideas. List features, creative goals, business thoughts, or any concepts you'd like to see on your website and how they would be effective.

(ie, "I'd like to see a gigantic purple hippo on the front page because I like purple hippos.")

### **The OMG - I STILL HAVE MORE TO SAY! Part**

Still don't think we've covered everything? Feel free to continue writing about any features, business ventures, and artistic endeavors you wish your website to have.