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PROPOSAL FORM

Please answer the following questions to help define your project ideas and develop your goals. This introductory process is invaluable to our clients and creative team to develop prototypes and perfect the finished product. Return it to projects@lotuseffectdesign.com and a representative will contact you to discuss your project details.

Services & Pricing found at www.lotuseffectdesign.com/menu.pdf . Please allow 1-3 business days to process

Check All That Apply

Creative Direction

Photography

Visual Arts

Web Design

Website Redesign

Website Maintenance

Digital Media Design

Print Media Design

Document Design

Brand Development

Business Package

Editing & Copyrighting

BACKGROUND & GOALS

Contact Information

Who will be the main contact to oversee this project?

Name:

Address:

Company/Department:

Phone:

Fax:

Email:

Contact Information

Please provide a brief corporate and industry description

Please briefly describe what your company does.



How long have you been in business?

How many employees do you have?

Do you have a current website? If so, what is the URL?

The Project

What is the mission statement or summary of your project?

What are the basic goals of this project? (e.g., new website, branding/identity reinforcement, improved access to information, direct sales, corporate communication, etc.)

Do you have an idea of what the project architecture will/should be? (e.g., About Us, Products, Services, Contact Us, etc.)

Photography/Visual Arts/Digital & Print Design: What medium and materials do you envision being used?

Photography/Visual Arts/Digital & Print Design: Do you require printing/publication services or recommendations for third party services?

Do you need a logo/brand developed?



Do you need original photography and graphics for your project?

What are your schedule requirements?

What is the budget for this project? Is there an acceptable budget range or a "not to exceed" figure based on the level of services? Please explain.

Web: In its entirety, the site will consist of approximately how many pages?

Audience

Do you have a clear understanding of your target market? Age groups & demographics? How do you want your brand perceived?

Content

Do you have a "Content Document" which has copy for each page written?

Where will content/copy come from? Will it be new, repurposed, or both?



Will you need strategic messaging and/or copywriting support?

Web: How often will you add new content?

Web: Do you need maintenance and updated content?

Functionality

Web: What functional requirements do you believe to be necessary? (e.g., password protected areas, download areas, database, ecommerce, etc.)

If you're looking for an ecommerce site, how many products are you selling?

Have you chosen a hosting company?

Do you have any programming language/hosting platform preferences? (.NET, ASP, PHP, etc.)

Do you have a domain name registered?

Competitive Analysis

Photography/Visual Arts/Digital & Print Design: Find examples of similar works or inspired works (if applicable)

Web: Find the three highest quality sites (more is better) on the Web that relate to your project and copy their URL's/domain names so we can look them up.

Websites you like in regards to design, functionality, or usability:

Your competitors' sites: