



Before we move forward, it's too important to know what is cooking into your mind ☺. To put ourselves on the same page, we try to understand the ideas on the project from you and this document facilitates the process.

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 web/mobile application. 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 apply for 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 jay@appsbee.com and we'll work out the right solution for you.

The Basics

What is the name of your company, your website and the current/intended web address?

Do you have a linkedin profile? If yes, would you mind to provide your profile link?

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

Who are the main contacts for this project? Who has final approval?

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?

e.g. tradeshow, product launch, end of year budget

Your budget dictates how much time we can devote to your application since we are being cost by man-hours. What is the budget for this project?

Your Objectives

What are your main reasons for commissioning the new application?

List the business objectives for your application in order of importance.

e.g This will change the human life, It has never been done, this is a multi-billion dollar idea, improve sales, increase customer satisfaction, reduce time spent searching for information etc.

How will you know if the application/website/mobile app is a success?

e.g. People love it, you had a good VC demo, 20% increase in sales, 70% of surveyed users expressing satisfaction, 30% reduction in time spent searching for info.

Current Site *(if you have one)*

What aspects of your current site/mobile app work well and why are they successful?

What aspects of your current website/mobile app are unsuccessful and why do you think that is?

If you update your current site/app using a content management system, please describe the system and its main features. Are you happy with the system?

Your Audience

Describe the different types of visitors to your website/
mobile app in as much detail as possible.

e.g. web-savvy students looking for bank loans.

How do you think your audience currently perceives your
company?

Why will people use this kind of site?

e.g. to find the most suitable bank loan for their needs.

Why will people choose your site/app over others?

e.g. biggest choice of loans, easy to use, friendly advice etc.

What do you imagine people would want to do on your
site/app?

e.g. find the cheapest bank loan, compare the top 5 loans etc.

Content and Design

Describe how you would like users to perceive the site/app.

e.g. modern, professional, friendly, edgy, fun etc.

Please list the websites/apps of competitors and organizations in a related field. What works? What doesn't?

List websites you like the visual design of and explain why.

Sites like cssdrive.com and unmatchedstyle.com can be good sources of inspiration.

Outline any ideas you may have for your site. How would these features support your business goals and the goals of your user?

e.g. provide recommendations to help users find related items and promote up-selling.

If you need a content management system, please describe the features you would like.

e.g. updatable news, multiple authors, stock control, user moderation, etc.

Additional Comments

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.