



Request for Proposal Worksheet

v2.2

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Introduction

Pragmatx appreciates your request for a proposal. Our solutions are based upon your functional requirements, objectives, budget, and timeline. To help us prepare a proposal and get a feel for the scope of your project, please complete the following worksheet. Understanding your objectives and goals will help us prepare a custom proposal that will better target your needs. Be as specific or general as you wish.

If you have questions please do not hesitate to contact us.

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Web Site Goals and General Information

These questions give us in idea of the type of site you are considering and some info about your style preferences.

What is the single purpose of the new web site?

What are the secondary goals of the new site?

What are the long-term goals?

What areas of your current site are successful and why?

What do you not like about your current site?

Audience Profile

Who is your target audience? Provide a general description of occupation age range, gender, online frequency, online activities, and any other relative demographic information.

What is a typical task the user might perform on the new site? (For example, register, log on, search for information, buy a specific product, send their email address, call for more information.)

Perception/Tone/Messaging

What does the target audience think and feel about the company and the current website?

What do you want them to think and feel?

How will this new website help achieve this goal?

What adjectives can be used to describe the way you would like for the website and the company to be perceived by the target audience?

What are some specific goals the site should convey visually?

State a single-minded word or phrase that will appropriately describe the site once it is launched.

Competitive Positioning

These questions will give us context into the competitive landscape of your market(s).

Who do you consider to be your competitors in your market? (List website addresses)

What specifically sets your company apart from them?

Are there things (products, services, customer service, etc) they are perceived to do better than you? If so, what are they and is this perception accurate?

How is your company or your web presence different from your competition?

Site Content

These questions give us an idea of the size or number of pages that will be in the site and some idea of the type of navigation to be used.

Will you be keeping the same basic site map as your existing web site (structure, order and flow of pages)?

Do you expect the number of pages in the new site to be about the same as the existing site?

If no, then what type of content will you be adding or removing?

After the new website is built, will you need to be able to access and update data at regular intervals via a content management system?

Social Networking

The emergence of social networking sites (blogs, Facebook, LinkedIn, etc.) has enabled companies to broaden their online presence and provided new tools to enable interactive image management.

Do you currently maintain social networking sites that are related to your company website? Which ones?

Are you interested in utilizing social networking to maintain or enhance your online identity?

Other Tools

As a marketing asset, your website can do more than serve as an online brochure; it can be used to build and foster relationships with your customers, provide a sense of community, and give visitors the impression that your company is actually on the other end of the connection.

Do you need a Content Management System (CMS) to enable you to maintain data, articles, or other dynamic content on your site? What types of data?

Do you need an online chat (i.e., "Click here to chat with a representative") capability?

Do you have interest in exploring Search Engine Optimization (SEO) and Search Engine Marketing (SEM)?

Site Branding and Graphical Treatment

The graphics and images that appear on your site project your business image and can make a big impact on your customers and clients. These questions help us get a feel for the amount of graphics work you might need.

Are you happy with the logo and branding used on your current web site?

Is there existing marketing or collateral material that should be taken into consideration when designing the new site?

Are there pictures, diagrams, or other ads/promos/announcements you would like to be dynamic (i.e., change each time the page is refreshed)?

Do you want to use any Flash on the homepage or any interior pages?

Do you already have images and pictures that you want to use?

As part of the project do you want to find new images for the site?

If yes, do you prefer using stock images (free) or royalty images?

What are some sites (competitor and non-competitor) that you like and why?

Forms and Interactive Pages

Form pages allow those that view your site to leave information or request information from you. Forms are very useful for capturing contact information.

Will there be any pages that contain forms?

If so, how many and what kinds of forms will these be?

Where will data collected and submitted by forms be saved (spreadsheet, database, emailed to individual, 3rd party repository)?

Technology and Budget Considerations

These questions identify technology areas that could impact the scope of your project.

Do you want to change your hosting provider as part of your web site redesign?

To what systems, if any, does your site need to interface (databases, ERP systems, web services, order entry, accounting, etc.)?

Are there any parts of the site that will require limited access via login/password?

Will this new site project include any changes to your current email environment?

Do you have any budget or time constraints or considerations that we should be aware of?

Do you have any technology constraints or considerations that we should be aware of (e.g., site must use a particular technology, must interface with an existing database, etc.)?