bene.be

we inspire, create & publish your webproject

To help you with the project brief, please fill out this document. It will help us to make you a detailed offer. Once you have filled it out, please send it back to info@bene.be

Try to answer each question as accurate as possible, skip questions that are not relevant.

Thanks for your cooperation!

General information

1. Name of your company and existing/desired url?

2. In short: what's your company about?

3. What are the goals and objectives of this project?

4. Who is the person to contact and who takes final decisions?

5. Do you have a deadline for this project? What date and why?
   productlaunch?

6. Give an indication of the project budget. This is needed to give you an accurate offer. Without such an indication, it is hard to make you an accurate offer.

Branding and Design

1. Do you need a new identity or brand design?

2. Does this identity need to be published elsewhere? Do you need a redesign? For what media? *Bv. Brochure, business cards, cars, buildings, etc.*

3. If the identity already exists, are there some guidelines? Do you have a brand manual? If not, is there a way for us to see how the brand is used today?

4. If we design a new identity or website, it is relevant for us to have an idea who your competitors are. Can you provide us with a list of url's or names of who your competitors are?

Research and Strategy

1. Do you have a business strategy for your project? If you have, please send it to us. You can skip the rest of this questionnaire.

2. Do you need help for your project strategy?

3. Do you have access to research statistics about your products audience/ service? In case not, do you which help from us?

Content and site management (for website projects)

1. If you have an existing website and want a redesign, can you give us information about the content and data that has to be migrated to the new website?

2. Will there be an administrator for the new website? Can you provide us with contact details?

3. Do you currently use a Content Management System to administer the content of your website? Which one?

4. Do you need a Content Management System? What are the functionalities that you wish?

Other information

Feel free to add some other relevant information: