

HERO

Project Sheet

To help us to create an accurate estimate, please complete this project sheet. Be sure to email it to *jeff@herodesignstudio.com* once completed.

Answer each of the questions as best you can, and skip any that are not relevant.

General Information

1. Please provide a brief description of your company.
2. Please describe the project you'd like us to estimate.
3. What are the aims and objectives of the project?
4. Who is the primary contact from your organization and who has final approval on the project?
5. Is the project being developed for a specific date in mind? Eg. A product, or company launch?
6. Please give an indication of your budget. *Please note, a ballpark figure is required for us to provide you with an estimate. Without one, it really is very tricky to establish the scope, and therefore cost, of your project.*

Research and Strategy

1. Do you have a business strategy for your project? (if yes, please skip this section).
2. Do you want us to help you develop the strategy for your project?
3. Do you have access to research statistics for the audience of your product/service? If not, would you like us to help you gather some?

Branding and Design

1. Do you need a new brand or logo/identity designed for this project?
2. If the brand is existing, do you have any guidelines for us to adhere to? If not, can you provide some examples of current usage.
3. When we design a brand, or logo, it's often more successful if we can place it within the current market. With that in mind, can you list your competitors? Please provide url's, or contact details for us to begin our research.

Copywriting and Content

1. Will you provide final written content for your project? If not, would you like us to provide copywriting?

Printing buying and production

1. Do you plan to bid the project to necessary vendors, such as printers, yourself?
Would you like us to help you gather vendor bids?

Content and site management (for website projects)

1. If you are rebuilding an existing site, can you tell us if there is any existing content to be carried over?

2. Are you already using a content management system to power an existing website? If so, which system?

3. Does your website use a database to display information dynamically or collect user data from a HTML form?

4. Do you plan to maintain your current website host?

Additional information

Feel free to include your working brief here, or elaborate further.

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