HC Web Labs

Heather Cooper — Web Design & Development

PROJECT BRIEF

Discovery Questionnaire — tell me about your project so I can scope it accurately.

There's no wrong way to fill this out — short answers are fine, and “not sure yet” is a completely valid response anywhere. This just helps me understand your starting point before we talk.

1. Contact Information

Name: _____

Business / Organization: _____

Email: _____

Phone: _____

Best way to reach you: _____

2. Where Are You Starting From?

Check whichever fits — this shapes which questions below matter most.

☐ Starting fresh (no website yet) ☐ I already have a site to redesign or extend

☐ Something on my current site is broken or needs fixing ☐ I just want ongoing care for a site that's already fine

If you already have a site:

Current site URL: _____

Current platform / CMS (if known): _____

Current hosting provider (if known): _____

3. About Your Business or Organization

What do you do, in a sentence or two?

What type of organization is this?

☐ For-profit business ☐ Nonprofit / community org

☐ Artist / creator / entrepreneur ☐ Government / public entity

What makes you different from others doing similar work?

4. Goals & Objectives

What should this project accomplish? (List 2–4 things.)

If you already have a site: what's the single biggest frustration with it today?

What's the one thing you most want a visitor to do when they land on the site?

5. Target Audience

Who uses this site, and how do they typically find you?

6. Content & Assets

☐ I have a logo and brand colors ready ☐ I need help with branding/logo

☐ I have photos/images ready ☐ I need help sourcing images

☐ I have written content/copy ready ☐ I need help with copy (quoted separately)

Brand colors / fonts, if you have them: _____

7. Design Preferences

Any websites you love (yours or others')? Any you dislike? What's the vibe — modern, playful, elegant, minimal, bold, warm, something else?

Anything you definitely want to avoid?

8. Functionality Needs

☐ Contact form ☐ Photo / project gallery

☐ Online store / e-commerce ☐ Blog or news section

☐ Booking / scheduling ☐ Member login / accounts

☐ Email newsletter signup ☐ Integration with another tool (specify below)

Other functionality or integrations: _____

9. If Something Needs Fixing or Improving

(Skip this section if you're starting fresh.)

What's working well on your current site that should stay exactly as it is?

What's broken, frustrating, or not performing the way you'd like? Include specific pages or error messages if you have them.

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10. Technical Notes & Requirements

Anything I should know going in — a required integration, a platform you're committed to keeping, a compliance requirement (like ADA/accessibility for a public entity), or anything else technical?

Whatever the starting point, every HC Web Labs project is built on the same foundation: semantic HTML5, mobile-first responsive CSS3 with scaling typography, JavaScript (ES6+), and PHP where applicable — with accessibility, performance, and cross-browser/OS compatibility built in by default, not as an upsell.

11. Timeline & Budget

Desired launch or completion date: _____

Any hard deadlines? (event, season, contract requirement):

_____

Budget range, if you have one in mind — or “not sure yet, I'd like an estimate” is completely fine:

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12. Anything Else?

Thanks for taking the time — this is exactly what I need to put together an accurate Statement of Work. HC Web Labs · webmaster@heather-cooper.com · (865) 356-3769