



## Projet definition help document

Thank you for your interest about PillDesign. This document will help you define your project. The more informations you give usn the mmore precise our cost and delay estimation will be.

If a part of this document is not clear, email Yann at [yann@pilldesign.com](mailto:yann@pilldesign.com)

This document is intended to help you and is constantly improved. Send us your comments to make it better at [feedback@pilldesign.com](mailto:feedback@pilldesign.com).

### General informations

What is your company name and your (future?) web site?

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Who is the main project contact?

.....

Who is the validator of this project?

.....

**When do you expect this project to begin?**

.....

**Is there a particular reason for this date?**

.....

.....

**How did you hear about PillDesign?**

.....

**Your web site**

**Which parts of your actual web site are you proud of?**

**Why?**

.....

.....

**In the opposite, Which parts of your web site do not make you happy?**

**Why?**

.....

.....

# Your Project

What are the main reasons for this project?

.....  
.....

How will you judge the success of this project?

.....  
.....

# Your target

Who is your main client or

How can you describe a typical customer?

.....  
.....

What do you expect your clients to do on your web site?

(buy something, membership, contact...)

.....  
.....

# Perception of your company

Could you give 3-4 words that your clients use to describe your company?

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Could you give 3-4 words that you use to describe your company?

.....

Is there a difference? Why?

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Who are your competitors?

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Could you name some web sites you find attractive and why?

.....

.....

# Your content

Which elements do you already have?

(Logo, graphical chart, images, photos,...)

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.....

## **Technical stuffs**

What do you want to be in your web site?

(member zone, newsletter, database, SEO, ...)

Your imagination is the only limit!

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.....  
.....

## **Notes et comments**

Put here anything you find important for your project

.....  
.....  
.....  
.....

## **Et voila !**

Once completed, send us back this document at [yann@pilledesign.com](mailto:yann@pilledesign.com)

Thank you for your time.

You will receive an email confirmation as soon as we read this document !

