



To help us (and yourself) achieve a more accurate understanding of the scope and needs of your project, please complete this project sheet. Be sure to email it to design@arroindustries.com once completed. We'll respond as soon as possible with a customized quote.

Answer each question as fully as you can, and skip any that are not relevant.

General Information

Name of your business or organization?

Briefly describe your company. What products or services do you offer?

Who is the primary contact from your organization and who has final approval on the project?

Is the project being developed for a specific date? *Eg. A product or company launch, or a special event?*

Current or desired web address.

Will the new site have a designated administrator?

Please give an indication of your budget. *This will help us determine the scope of the project and allow us to tailor our services to your needs.*

Project Information

Will this be a new design, or a redesign of a current site?

What are the aims and objectives of the project? *How is the site going to improve or enhance your business or organization?*

What is the target audience for the site? *Eg. Age, new or existing customers, etc.*

The web addresses of some of your competitors. *Analyzing the current market will help us ensure that you stand out among your competition.*

Design Considerations

Is there any existing corporate branding? *Eg. Logo, business cards, brochures?*

If this is a redesign, how much of the current content will be carried over to new site?

Are copy-writing services needed, or will you be writing and providing the content?

Will you supply all of the images required or will you need assistance creating and acquiring images, graphics, photography, etc...?

Are any special components needed? *Eg E-commerce, customer login, site search?*

Please list a few sites with designs that you like and what you like about them.

Any Further Information

Are there important issues that we didn't touch upon above? Tell us about them here.

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