



Thank you for considering Thames Collective for your project.

We thought we'd tell you upfront that Thames Collective projects typically start at around £1,000, with some projects costing anywhere between £5 - £25,000.

Still with us?

We realise it's quite a bit to ask of you upfront, but those that go on to become Thames Collective clients often tell us it's been a satisfying experience. If the unique aspects of your project align with our capabilities and availability, we would love to discuss further how we can help make your needs come through.

When you're finished, save the document as **{organization name}.doc** (replacing {organization name} with the name of your particular organization), and email the document to steven@thamescollective.co.uk. Please allow one to two days for a response.

Who are you?

Your name:

[First and last name](#)

Your title:

[Answer here](#)

Organization name:

[Answer here](#)

Email address:

[Answer here](#)

Business phone including area and/or country code:

[Answer here](#)

Mobile phone including area and/or country code:

[Answer here](#)

Responding to inquiries generally takes up to two days. If you need us to move more quickly than that, please indicate below:

I'm in a rush and I need a Proposal/Statement of Work from you as soon as possible

Take the normal amount of time

Background information

How did you hear about us? (check all that apply):

- I was referred by a friend or colleague
- I know someone at Thames Collective
- I found you from a search engine

Other?

[Answer here](#)

What does your organization do? Why does it matter?

[Answer here](#)

Check the box(es) that best describes your organization:

- Fortune 500 corporation
- Nonprofit organization
- Educational institution
- Startup
- Small business (less than 50 employees)
- Just an individual with a site/idea

Where is your organization located?

[Answer here](#)

How many people would be involved in this project at your organization?

[Answer here](#)

About your project

Is this a redesign of an existing site, or a new site altogether?

Redesign

New site

If you answered 'Redesign', what is the site's URL?

["http://www.yoursiteaddress.com"](http://www.yoursiteaddress.com)

If you answered 'Redesign', when was the last time the site was redesigned?

[Answer here](#)

Describe the concept, project or service this site is intended to provide or promote.

[Answer here](#)

What are some of the fundamental issues you're trying to improve or business problems you're trying to solve with a site redesign? Or, if this is a new site, what's its purpose?

[Answer here](#)

What sites do you consider competitors? Please comment on their strengths and/or weaknesses.

[Answer here](#)

Aside from competitors, are there any sites you consider best-of-breed? (Could be completely outside of your business or industry)

[Answer here](#)

What differentiates your site or idea from the competition?

[Answer here](#)

Who on your end will guide this project to completion?

[Answer here](#)

Who will be responsible for maintaining the site after launch?

[Answer here](#)

About your audience

To the best of your ability, describe the primary and secondary users of your site.

[Answer here](#)

What known needs are they bringing to your website? (Examples include: Curiosity about or passionate interest in subject matter, desire to help a cause/become involved, business need requiring software solution.)

[Answer here](#)

Into what general demographic or user groups do they fall? (Examples of user groups, on an educational site, might include parents, teachers, students, donors, and alumni.)

[Answer here](#)

For this new site or redesign, which of these groups are most important?

[Answer here](#)

What primary action should a primary user take when visiting your site? (Examples include: registering for an account, subscribing to a newsletter, making a donation, reading editorial content, and referring a friend.)

[Answer here](#)

If a redesign, what user needs is your existing site, not meeting? Where does the site fall short?

[Answer here](#)

Has your site undergone formal or informal usability testing?

Yes

No

If you answered 'Yes', please describe the methods (examples include formal lab testing, informal guerrilla testing, paper prototypes, low-fi clickable prototypes) and the findings you observed.

[Answer here](#)

About your brand

Describe in as few sentences or words as possible the *feelings* you wish your site to evoke, and the brand attributes you want it to convey. (Sample feelings might include warmth, friendliness, reassurance, comfort, or excitement. Sample brand attributes might include: caring, honesty, humour, professionalism, intelligence, technological savvy, sophistication, reliability, and trustworthiness.)

[Answer here](#)

Do you have a strong, established brand or visual identity, or is this an appropriate time to consider evolving your brand, or re-branding your organisation entirely?

[Answer here](#)

Features and scope

Does your plan include a community or social features, such as user profiles, commenting, RSS feeds, forums, sharing, friend lists, rating/voting, user-generated content, etc.?

[Answer here](#)

Does your plan include media-intensive components such as video, audio, podcasts and other rich media?

[Answer here](#)

Is your current site powered by a content management system or publishing platform?

Yes

No

If you answered 'Yes', which CMS or platform are you using?

[Answer here](#)

If you answered 'Yes', what do you like/dislike about it?

[Answer here](#)

Are you looking for the redesigned/new site to be powered by a content management system or publishing platform?

Yes

No

If you answered 'Yes', do you have an idea of what solution you're considering or are you looking for us to provide recommendations?

[Answer here](#)

Are there any third-party integration points we need to know about (interfaces to a CRM, e-commerce, mapping solution, social site or other use of a third-party API?)

[Answer here](#)

What is the estimated number of pages for your site? (could be 4, could be thousands)

[Answer here](#)

Would you prefer to complete this project in a single pass or split it up into phases (each requiring separate budgets)?

[Answer here](#)

Have you already created the site copy?

- All of it
- Some of it
- None of it

If you answered 'Some of it' or 'None of it', do you have a plan for tackling this effort? Do you need help establishing styles, devising a content strategy, or writing copy?

[Answer here](#)

How will your target audience find the website after launch?

- Search Engines
- Social Media
- Traditional Advertising (Print, TV, Radio, Public Relations)
- Online Advertising (Pay-per-click, banner ads, affiliate marketing)
- Email Marketing
- I have no clue...

If you answered 'I have no clue', Do you need help creating a marketing strategy, or would you like the website project to include advanced search engine optimization, online advertising, social media marketing, email marketing or any other channels?

[Answer here](#)

To deliver the best experience to the most users and to build pages that will last, we use modern standards-based methods. As a result, our sites may not look the same in an old, non-compliant browser like Internet Explorer 6 as they do in newer browsers like Firefox, Safari, and Internet Explorer 7 and 8.

- My site has to look and work the same way in older as it does in newer browsers.
- I understand that the site may not look as good or work as well in outdated browsers.

Time and money

If you're working within a time frame, or have been given a mandatory launch date, list it here. If the project will launch in phases, list proposed milestones and dates.

[Answer here](#)

Please tell us your budget for this project.

Note: Sharing a realistic assessment of what you have to spend on this effort will help us scope the engagement appropriately. While disclosing your budget might not be something you typically do, sharing this information with us now will greatly reduce the likelihood of both sides spending significant time and resources "shooting in the dark." In the case of a competitive bidding process, we will accept a budget range (such as £2,500 – 8,000)

[Answer here](#)

Thank You!

We know this is a lot to ask right now, but it is a big, big help.

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