

Project Management Pack



PROJECT MANAGEMENT PACK

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Project Management Pack is a collection of materials used to conduct an extensive interview, design a project storyboard; and then develop, deploy and market a project. Project Management Pack is intended to be used as the first step in the process of interviewing a client (or gathering information for internal projects) to assist in writing a business proposal or project design.

Interview Worksheet

In order to speed the development process along please start filling out the following form and gathering the materials (as applicable to this project).

These questions are intended to be a starting point for you to develop your own custom set of interview questions. Add your own questions, modify them as you see fit, create multiple lists for varying size projects, etc.

Company Background Questions

- 1) What does your company do?

- 2) Who do you do it for?

- 3) What are all the different ways visitors can contact you?
 - Name

 - Address

 - Phone
 - Fax
 - 1-800
 - E-mail addresses
 - International offices

4) List hours of operation, time zone (PST, EST) and days closed.

5) What are the needs your business satisfies for your customers? What words or images will impart those needs? It is important to paint a mental picture for customers using words, colors and images. What analogies can be used to explain offers in simple, understandable terms?

6) Do you have a brick and mortar or other off-web locations or contact point (like a mail order catalog)? How do you see the website and off-line business working together? What are the weak points of each and the strong points that can be exploited? Don't try to recreate a catalog showroom on the web. Use the website to drive people to your physical location. To handle customer service support after hours, offer on-line coupons that can be printed and redeemed at the physical location (and vice versa) use the physical location to promote the website.

THE REST OF THE 23 PAGES OF CONTENT HAVE BEEN REMOVED FROM THIS SAMPLE. THE ENTIRE CONTENTS OF THE DOCUMENT ARE INCLUDED IN:

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