

Client Information

- Business / Brand Name:
- Contact Person:
- Email / Phone:
- Date:

1. Project Goal

- What is the main purpose of this website?
 - ☐ Get inquiries
 - ☐ Sell products
 - ☐ Take bookings
 - ☐ Show portfolio
 - ☐ Other: _____
- Is this:
 - ☐ New website
 - ☐ Redesign of existing site
- If redesign, what is wrong with the current site?

2. Target Users

- Who will use this website?
- Mostly:
 - ☐ Mobile users
 - ☐ Desktop users
 - ☐ Both
- Location of users:
 - ☐ Local
 - ☐ National
 - ☐ International

3. What the Website Must Do

Check what is needed:

- ☐ Contact form
- ☐ Booking system
- ☐ Online payments
- ☐ Product listing
- ☐ Blog
- ☐ User accounts
- ☐ Multi-language
- ☐ File download
- ☐ Other: _____

Content

- Do you already have text?
 - ☐ Yes
 - ☐ No
- Do you already have images/videos?
 - ☐ Yes
 - ☐ No
- Who will write the content?
 - ☐ Client
 - ☐ Impact Hub Thimphu
- Is content final?
 - ☐ Yes
 - ☐ No

5. Branding & Design

- Logo available?
 - ☐ Yes
 - ☐ No

- Brand colors / fonts?
 - ☐ Yes
 - ☐ No
- How should the site feel?
 - ☐ Professional
 - ☐ Friendly
 - ☐ Modern
 - ☐ Minimal
 - ☐ Luxury
 - ☐ Other: _____
- Reference websites (if any):

Ans:

6. Pages Needed

Tick all that apply:

- ☐ Home
- ☐ About
- ☐ Services
- ☐ Products
- ☐ Contact
- ☐ Blog
- ☐ FAQ
- ☐ Other: _____

7. Domain & Hosting

- Domain owned?
 - ☐ Yes
 - ☐ No
- Hosting available?
 - ☐ Yes
 - ☐ No

- WordPress installed?
 - ☐ Yes
 - ☐ No
- Will admin access be provided?
 - ☐ Yes
 - ☐ No

8. SEO & Tracking

- SEO setup needed?
 - ☐ Yes
 - ☐ No
- Google Analytics?
 - ☐ Yes
 - ☐ No

9. Security & Backup

Tick what is required:

- ☐ SSL
- ☐ Backups
- ☐ Security plugin

10. Approval & Revisions

- Who gives final approval?

Ans:

- How many people will review the site?

Ans:

- Expected revision rounds:

☐ 1–2

☐ 3–4

☐ Many

11. Timeline & Budget

- Desired launch date: _____
- Is the deadline flexible?
 - ☐ Yes
 - ☐ No
- Budget range (if known): _____

12. After Launch

- Who will update content?
 - ☐ Client
 - ☐ Impact Hub Thimphu
- Training needed?
 - ☐ Yes
 - ☐ No
- Ongoing support?
 - ☐ Monthly
 - ☐ On-demand
 - ☐ Not needed