



Please fill out this form, save the PDF, and email labs@canopycanopycanopy.com.

This questionnaire is for TC Labs Design and Development projects. For inquiries regarding editorial, experiential, and other projects, please email labs@canopycanopycanopy.com.

About You

Your name:

Your title:

Organization name and location:

Email address:

Phone number:

Organization Background

How would you characterize your organization (nonprofit, educational institution, arts organization, publishing house, other)?

How many people does your organization employ? Who would be primarily responsible for making decisions related to this project? Who else will be included in planning this project and facilitating its development?

Who will be maintaining the site and other components of the project once they have been launched? What are their roles? What is their level of experience with administrating a website, using HTML, CMSs, image/video editing software, etc.?

Project Overview

Please describe this project in detail. What are your goals? How will this project serve the mission and goals of your organization? What do you imagine the audience for your organization to be, and how might this influence the project, or change as a result of it?

What kind of content does your organization produce (short-form writing, long-form writing, original video and photographs, documentation of events, descriptions of exhibitions, listings, audio interviews, etc.)? What additional content would your organization like to be producing?

Project Overview (con't.)

To what degree is your organization's staff capable of creating and managing the content that you currently produce and hope to produce in the future?

Please tell us how you would like this project to look and feel and provide the URLs of exemplary sites.

Is this project a website redesign? If so, please provide the URL of the current site.

Features & Scope

Would you like this project to be powered by a content-management system or publishing platform?

Is your current site powered by a content-management system or publishing platform? If so, which one?

If this is a redesign, will you need help migrating existing data to the new platform?

Does your project include media-intensive components such as video and audio? If so, please explain their use.

Is there a print component to your project? If so, does it require an automated solution such as a PDF generator?

Do you require any mobile-application development (iPad, iPhone, Android, etc.)?

Do you need an email newsletter or other regular outreach mechanism? Do you already use a separate application or service for this purpose? If so, which one, and are you satisfied with it?

Features & Scope (con't.)

Does your project involve participation beyond your staff? Will it include interactive features that engage the public, such as user profiles, commenting, user-generated content, etc.?

Are there any third-party integration points we need to know about (interfaces to a customer-relationship management tool, an e-commerce application, a mapping device, or a social-networking site)?

On a conceptual level, how does text fit into this project? Have you already created some or all of the text to be used? Do you need help devising a general editorial strategy, establishing style guidelines, or writing and editing copy? Which staff members will be managing the production and implementation of text?

Do you require additional collateral design (business cards, letterhead, envelopes)? If so, what do you need? Please be as detailed as possible.

About Your Audience

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

How will these users access your content (directly, via RSS, email blasts, etc.)?

If you have an existing site, what user needs does it fulfill?

What needs aren't being met? Where does the site fall short?

Time & 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.

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

Please tell us your budget for this project.

Note: Providing a realistic assessment of what you can spend on this project will help us determine its probable scope. 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 time and resources unnecessarily or inappropriately.

Thanks for your interest in working with **TC Labs**. Please save this completed PDF and email it to us at **labs@canopycanopycanopy.com**. We look forward to speaking with you.