

The Creative Touch Design Free Project Assessment...

...taking your business vision
to the next level.

“*The free Project Assessment is a great opportunity to quickly flesh out your project idea with expert input, and get a glimpse of its foundational structure – before you even write an RFP.*”

The new dilemma: decreasing budgets coupled with increasing expectations for success. We are now living and working in a *more-for-less, leaner-is-meaner* business world. Fiscal responsibility is no longer a goal, it is a requirement. Fortunately, our Project Assessment can contribute to your success in this new world.

At CTD we follow the principle of *Thought Before Design*. We believe that design is simply *a plan to build something*, and that defining *what* that something is deserves as much consideration as how to build it. Our Project Assessment is an important step towards knowing what you want built, and the end result is a good resource to draw upon when writing your RFP or kick-starting your actual project.

What it is.

The free Project Assessment is a great opportunity to quickly flesh out your project idea with the benefit of expert input and get a glimpse of its foundational structure – before you even write an RFP. The Project Assessment puts stakeholders (you) together with experts (us) to examine and articulate your business vision and existing project requirements. Such things as project goals, business objectives, target audience, basic site messaging, high-level content structure, production parameters and an overview of desired backend technologies are considered. The end product of the Assessment is a well-articulated preview of your project which can be used to create an RFP.

“Our extensive experience, not only in web design but in distilling and articulating critical paths to achieving business goals, is at your disposal.”

Why it's valuable.

The value of the Project Assessment is derived from the collaboration with members of the development community in the shaping of your project at an early stage. Our extensive experience, not only in web design, but in distilling and articulating critical paths to achieving business goals, is at your disposal. At CTD we believe that with appropriate forethought, project success can, and should, be predetermined. Our philosophy is “plan for the future, implement for the present” and this approach works best when a clear vision is articulated up-front.

Intelligent web site design starts with the definition of this vision. The web presence of any entity sends a clear message to all who interact with it, whether or not that message was consciously crafted. In all cases, the effectiveness of this message is directly proportional to the effort taken to create it.

Elements of the Project Assessment

1. Gathering Session

The Gathering Session is a two-hour onsite meeting with CTD personnel and key members of your project team. Existing project requirements are gathered, along with all other pertinent existing information including project goals, business objectives, target audience, basic

site messaging, high-level content structure, production parameters, and an overview of desired backend technologies.

2. Assessment Phase

During the Assessment Phase, CTD personnel will review, focus, and distill the information collected in the Gathering Session.

3. Project Assessment Document

Based on the information collected during the Gathering Session and conclusions drawn during the assessment of that information, a final Project Assessment Document is created. This document will provide a high-level outline of your project.

Sound reasonable?

If the Creative Touch Design Project Assessment sounds like a reasonable approach to your next project, and your company is located in the San Francisco Bay Area, call us at (650) 654-2781, or email us at clientcare@creativetouch.com.

Please note that we offer this service only after a brief, initial phone evaluation has determined that your project will benefit from it. 