

MyPropulse.ai

Project brief

Tell us what you need. Tick, type, send back.

Fifteen minutes with this form saves a week of back and forth. Tick every line that applies, add a word where it helps, and send it back. We read it before we call you, so the first conversation starts where it matters.

ABOUT YOU

Company

Your name and role

Email

Phone or WhatsApp

Current website, if any

Your activity

Where your clients are

Date you would like to be live

In one sentence, what the site must achieve

What are we building

Tick every line that applies. Most projects combine two or three.

- | | |
|---|---|
| ☐ Landing page, one page, one campaign | ☐ Brochure site, up to 6 pages |
| ☐ Brochure site, 7 to 20 pages | ☐ Product or property catalogue with filters |
| ☐ Online store, payment and order tracking | ☐ Marketplace, several sellers or listings |
| ☐ Booking and appointment platform | ☐ Client portal behind a login |
| ☐ CRM for your team, leads and follow-up | ☐ Web application or SaaS product |
| ☐ Training platform, courses and certification | ☐ Something else, described below |

Features

What the site has to do, beyond showing pages.

- | | |
|---|---|
| ☐ Contact form routed to your inbox | ☐ Calendar booking synced to your agenda |
| ☐ Online payment, cards and bank transfer | ☐ Calculators and simulators: yield, loan, pricing |
| ☐ Interactive map of locations or properties | ☐ Search with filters and saved results |
| ☐ User accounts, roles and permissions | ☐ Lead import from spreadsheets and portals |
| ☐ Lead scoring and automatic follow-up | ☐ Email automation, newsletters and campaigns |
| ☐ WhatsApp Business messaging | ☐ Automatic PDF generation: quotes or reports |
| ☐ AI assistant answering on your own content | ☐ Dashboard with your figures |
| ☐ Integration with a tool you already use | |

Brand and visuals

Tick the first line if your brand already exists. Otherwise tell us what to create.

- | | |
|---|--|
| ☐ Brand guidelines already exist, I will send them | ☐ Create brand guidelines, colours and typography |
| ☐ Logo design, several directions and revisions | ☐ Animated logo for video and loading screens |
| ☐ Custom icon set | ☐ Illustrations drawn for your pages |
| ☐ Photography, shoot and retouching | ☐ Generated images, produced and art directed |
| ☐ Motion design, animated sections | ☐ Video production, script to final cut |
| ☐ Editing of footage you already have | ☐ 3D renders or product visualisation |

Content and languages

Copy and translation are the usual reason a launch slips. Say who writes.

- | | |
|---|--|
| ☐ I provide all the copy | ☐ Write the copy with me, page by page |
| ☐ One language only | ☐ Two languages |
| ☐ Three languages | ☐ Four languages or more |
| ☐ Arabic, right to left layout | ☐ Search engine setup, structure and metadata |
| ☐ Blog or news section I can update myself | |

Launch and after

What it takes to go live, and to stay live.

- | | |
|--|---|
| ☐ Domain name, purchase and configuration | ☐ Hosting and certificate |
| ☐ Migration from my existing site | ☐ Analytics, so I see what the site does |
| ☐ Legal pages and cookie compliance | ☐ Training session for my team |
| ☐ Ongoing maintenance and updates | ☐ I want to edit the content myself |

Anything else

Sites you like, constraints, a deadline that cannot move, anything we should know.

What happens next

- 01 You send this form back, by email or WhatsApp.
- 02 We read it and call you for thirty minutes.
- 03 You receive a written proposal: scope, schedule and price.

SEND IT BACK

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