



Custom Website Scoping Form

- Your email:
- Your company's name:
- Tentative name of new website:
- URL of website this will replace, if any:

Top-level menu items: We recognize that not all benefits fit into larger categories. But if consolidated topics such as "Dental & Vision" are used wherever you're willing, you can narrow down your minimum quantity of "top-level" menu items. Once identified, please list those top-level menu items below, in the order you'd like them to appear. Some menu items can represent a single page; others can encompass multiple subpages, which you'll list later in the form. We've numbered 12 fields for you, but we recommend no more than 8 for aesthetic reasons (including a Welcome page and Contacts page).

- Top-level menu item 1:
- Top-level menu item 2:
- Top-level menu item 3:
- Top-level menu item 4:
- Top-level menu item 5:
- Top-level menu item 6:
- Top-level menu item 7:
- Top-level menu item 8:
- Top-level menu item 9:
- Top-level menu item 10:
- Top-level menu item 11:
- Top-level menu item 12:

Which of the above top-level menu items should link ONLY to a single page (without any hierarchy)?

Menu items not listed in the previous field will oversee a 2nd level of menu hierarchy, which we'll gather later in this form. These don't usually require a dedicated page of their own (a "category page.") But list any top-level menu items that DO need a dedicated category page:

Subtopics

Now let's dive into the subtopics of all the top-level menu items that received a number in the first step. Before we begin, some terminology:

Flimp defines a **"page"** as something made of "sections." In order to accurately scope your project, we'll need an educated guess about the quantity of both pages and sections.

Flimp defines a **"section"** as a horizontal strip consisting of the following maximums (If you need more than this for a given subtopic, it's best to use more than one section):

- 1 title +
- 1-2 paragraphs of text +
- Optional image*
- Optional document links (1 to 4 buttons or text links)*

*A single table may replace the image and document link options.

INSTRUCTIONS: Please precede each PAGE name with a single **asterisk** (*Example), and precede each SECTION name with a **double hyphen --**. You can always change the labels later, but try to capture the full quantity of all pages and sections that you anticipate needing (but don't include the header or footer).

Here are two examples that both assume a top-level menu item "Dental & Vision" involving four sections. On the left, Dental has its own page, and so does Vision. On the right, the two categories share a single page.

```
*Dental
--Dental Intro Text & Links
--Dental Benefits Table
*Vision
--Vision Intro Text & Links
--Vision Benefits Table
```

```
*Dental & Vision
--Dental Intro Text & Links
--Dental Benefits Table
--Vision Intro Text & Links
--Vision Benefits Table
```

What pages and sections belong to top-level menu 1? (Please use asterisks and double-hyphens as our examples show.)

What pages and sections belong to top-level menu 2? (Please use asterisks and double-hyphens as our examples show.)

What pages and sections belong to top-level **menu 3, if it exists?** (Please use asterisks and double-hyphens as our examples show.)

What pages and sections belong to top-level **menu 4, if it exists?** (Please use asterisks and double-hyphens as our examples show.)

What pages and sections belong to top-level **menu 5, if it exists?** (Please use asterisks and double-hyphens as our examples show.)

What pages and sections belong to top-level **menu 6, if it exists?** (Please use asterisks and double-hyphens as our examples show.)

What pages and sections belong to top-level **menu 7, if it exists?** (Please use asterisks and double-hyphens as our examples show.)

What pages and sections belong to top-level **menu 8, if it exists?** (Please use asterisks and double-hyphens as our examples show.)

What pages and sections belong to top-level **menu 9, if it exists?** (Please use asterisks and double-hyphens as our examples show.)

What pages and sections belong to top-level **menu 10, if it exists?** (Please use asterisks and double-hyphens as our examples show.)

What pages and sections belong to top-level **menu 11, if it exists?** (Please use asterisks and double-hyphens as our examples show.)

What pages and sections belong to top-level **menu 12, if it exists?** (Please use asterisks and double-hyphens as our examples show.)

How many of the listed sections require a table, approximately?

Are there any "hard" calendar dates that Flimp should be aware of when scoping your website project?

You're doing great! The rest of this form will capture your design preferences, if any.

Design Preferences

OPTIONAL: Do any of the SECTIONS you listed require more specific art direction? If so, please use our catalog at benefit-sites.flimp.net to find the number-letter code that most closely resembles the desired appearance. Then using the fields you've already completed, write this code in parentheses next to any section labels requiring art direction.

NOTE: some sections can be combined into an accordion, but each item within the accordion would still be scoped as its own section when we calculate turnaround time, etc.

You can provide additional section design notes in the field below:

Do any of the PAGES you've listed require a tall sidebar? If so, please summarize your description here:

If this website will replace a site you already have (the URL field at the top of Page 1), please list what you like or don't like about that site. Feel free to focus on ease of navigation, aesthetics, or both.

Likes:

Dislikes:

Would you like your site to incorporate a search bar?

Of the **Navigation Header styles shown here**, which is closest to what you'd like for your desired site? Start with the number-letter code, but include comments if you'd like:

Of the **Footer styles shown here**, which is closest to what you'd like for your desired site? Start with the number-letter code, but include comments if you'd like:

Of the **Button styles shown here**, which is closest to what you'd like for your desired site? Start with the number-letter code, but include comments if you'd like:

Of the **Front Page Hero layouts shown here**, which is closest to what you'd like for your desired site? Start with the number-letter code, but include comments if you'd like:

Of the **Inner Page Hero layouts shown here**, which is closest to what you'd like for your desired site? Start with the number-letter code, but include comments if you'd like:

Thank you!

Please save this document locally on your system. When it's ready to send, you can email it back to your Flimp contact as an attachment. This should give us what we need to scope your project, but please reach out to us if you have any questions at all.