
Website Design Proposal Scorecard

1. The 4 C's

- Company: do they get your company? Your company culture?
- Customers: do they understand your customers and their needs?
- Competitors: have they properly assessed your competitors?
- Climate: do they understand the climate in your industry?
- Did they do their research?

What's Strong

What's Weak

My Assumptions

Scoring Options

- A - B - C - D - F
- 1 - 5 where 1 is a fail and 5 is a win
- Smilie face, flat face or sad face



2. The Project

- Do they really understand your problem and have a clear solution? Are they speaking your language?
- Have they reiterated our goals?
- Is it clear how they will create the features that we asked for?
- Do they have demonstrated ability to handle a project of this scope?
- Have they created websites that give us confidence that they could make a successful website for your company?
- Are we excited about the tools they use to build websites?

What's Strong

What's Weak

My Assumptions

3. The People

- Are you impressed by their leaders?
- Do they have a team ready today to make this happen?
- Are they seem able to deal with challenges with grace and dignity?
- Do they bring something unique or cool to this project that nobody else can?
- Are your two cultures compatible? Do we want to spend 6 months of your lives with these people?

What's Strong

What's Weak

My Assumptions

4. The Gameplan

- Are roles for your company and their agency clearly defined? Who will do what for this project?
- What are the timelines?
- Have they made it clear what meetings we will host, what we will cover, and when they will happen?
- Have they made room in the game plan for our input?

What's Strong

What's Weak

My Assumptions

5. Clarity

- Is their proposal clear?
- Do we feel more informed by this proposal than the others?
- Have they made complicated concepts easy to understand?
- Have they avoided jargon and cheesy catchphrases?
- In our conversations, were they able to answer our questions clearly?

What's Strong

What's Weak

My Assumptions

6. The Feeling

- Does this proposal get you excited?
- Have they proposed innovative solutions to our more complex problems?
- Does this proposal make you feel like you are dealing with real thought leaders who can bring fresh ideas?
- Does the thought of working with this agency on other projects in the future give you hope?

What's Strong

What's Weak

My Assumptions
