HARVARD
UNIVERSITY

Project intake Form

Project Name	
Request Date	
Sponsor(s)	
Department/Affiliation	
Contact info	
Budget:	
Timing e.g. milestones, events, deadline for completion, Also note duration that solution should be available/online-e.g. short term microsite vs. mobile app with longer viability	
Primary Objectives	
Success Measures i.e.– goals, metrics/criteria, tracking	
Target Audience/Segmentation Describe user roles/types and priorities for being served by new/revised solution Specify public access and/or levels of secure access to be supported	

Brief Description Specify whether this is web/mobile channel, new design, update or redesign Include key features, functionality and special forms required if known	
Relevant URL(s) app name(s)	
Brand - What is driving the "look & feel? Will this be an extension of an existing brand execution or a new interpretation/creative design effort? Will it follow established guidelines-if so which ones etc. Specify examples, URLs etc. as relevant	
Content i.e. format/type(s), new/to-be created, existing as is or edits needed etc. Specify volume and/or the % of content that exists, needs to created, reformatted or revised? General thoughts on content refresh expectations/update frequency? Archiving needs? Ownership?	

Technology e.g. platform, application(s) dependencies including Drupol7, enterprise systems, databases licensing or renewal of tools/applications	
Infrastructure/Hosting e.g. security considerations, internal/external	
Priorities/Constraints in terms of budget, scope and timing **If possible rank them 1-3,** one being the highest priority as guidance for choices/decision on approach need to be evaluated	
Status Reporting e.g. report distribution& frequency	
Maintenance and Support for content refresh, performance , tracking success metrics etc.	

Other Considerations e.g. content creation or migration support prior to launch	
Next Steps	