

# Project Kickoff Form

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What is the name of the product involved in this project? If it has not been named yet, why? Do you need help with a name?

What is the purpose of this product? What does it do?

Who uses this product?

- Who are the primary users? (Data entry clerks, tech staff, engineers, salespeople?)
- Who are the secondary users? (Managers, executives, trainers?)
- Are they educated users? (In computers? In the application's business functionality?)

Where are these users located? (Internationally, nationally, locally, etc.)

What is the price point of the product? (High-end, low budget, not applicable?)

What is the primary purpose of this project/enhancement/product development?

- Are users/potential users aware of this project/enhancement/development?
- How are the users likely to respond to this project/enhancement/development?

Are there any secondary purposes to be accomplished? (Public relations tactic, sales expansion, bug fixes, etc.)

What are the documentation/Web site deliverables? (Manual, online help system, Web pages?)

- How would you like the work packaged?
- Is there an editorial style guide you would like followed?
- How is the audience likely to respond to the documentation?
- Are there comments you would like incorporated into HTML?

Do you have existing art, illustrations, manual, or CD cover designs?

- Who is in charge of these elements (marketing contact)?
- Are there guidelines for logo use/color scheme?

Who has overall ownership and veto-power over this product and its deliverables? (Name, phone numbers and extensions.)

- Who is the primary technical contact?
- Who is the sales contact?
- Who is the technical support contact?
- Who is the customer liaison?

Who are the members of the documentation review team?

- How should reviews be submitted (electronic, hardcopy, etc.)?
- What is the length allowed for reviews? (One chapter or help system book/several help topics/maximum number of pages plus expected turnaround time.)

When do you need the deliverables/work completed?

Does the documentation have to be translated?

- When are the translations required?
- Will subcontractors/external vendors handle translations?