START A PROJECT

Tell us about your project

Everything we need to understand your project and quote it. Fill in what you can. For anything you do not have yet, leave it blank or say so: most of it can be made for you.

- Type straight into the boxes in any PDF reader (Adobe Reader, Edge, Chrome or Preview), then save the file and email it to hello@tinkertogether.studio.
- Section 1 asks what you need. Some sections are only for a website, a custom tool or AI work, and say so under their title: skip the ones that aren't yours.
- Questions marked * are the ones we need before we can reply.
- Send logos and photos as separate files, or as a shared folder link in section 11.
- Never write a password on this form. Accounts are shared by adding Tanveer as an admin.
- Rather do it online? The same questions are at tinkertogether.studio/start.

1 What you need

What do you need? *
Pick all that apply

- ☐ A website
- ☐ A custom tool or app
- ☐ AI work
- ☐ Not sure yet

Your name *

Email *
We'll reply to this address, and send the quote here.

2 You and your business

The basics, as they appear on your paperwork.

Legal business name *

Trading name, if different

ABN

ACN (companies only)

Business structure

- ☐ Company
- ☐ Sole trader
- ☐ Partnership
- ☐ Trust
- ☐ Not sure

What the business does, in one line

Years in business

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Your website or social pages today
Links to anything you have now — or say there's nothing yet.

3 Contact

Phone number

SMS

- [ ] This number can receive SMS

Best time to reach you

Who checks enquiries, and how fast do you reply?

4 Goals

What should this change for the business?

What's the problem you want solved?
Only if you're not sure yet what you need.
In your own words — we'll suggest the fix.

What must it do?
Pick all that apply

- [ ] More calls and quotes
- [ ] Online bookings
- [ ] Look more established
- [ ] Sell online
- [ ] Less admin
- [ ] Hire staff
- [ ] Something else

How will you know it worked?

Who are your customers?

5 Budget and timing

A rough band is enough. The quote comes after we talk.

Budget

- ☐ Under $1,500
- ☐ $1,500 – $3,000
- ☐ $3,000 – $6,000
- ☐ $6,000+
- ☐ Not sure yet

Ideal launch date, and why

An event, a season, a lease: anything that sets the date.

6 Services and customers

> **Only if you need a website, or aren't sure yet.**

Your services, in your words

One per line: what it is, what it includes, and anything you do not do.

SERVICE	WHAT IT INCLUDES, AND WHAT IT DOESN'T

Who are your customers?

- ☐ Businesses
- ☐ Households
- ☐ Both

How do you price?

The site does not need prices, but it needs to know how you quote.

- ☐ Hourly rate
- ☐ Fixed quote per job
- ☐ Minimum charge per job
- ☐ Prices shown on the site

Service area

The whole state, cities, regions, or a list of suburbs. This also shapes where you show up on Google.

Trading hours

How soon can you usually start a job?

Vehicles and equipment

What you use for the work: types, how many, sizes or capacity.

7 Proof

Only if you need a website, or aren't sure yet.

What lets a stranger trust you.

Insurance in place

The site can only say 'fully insured' if this is true.

- [ ] Public liability
- [ ] Workers compensation
- [ ] Other (write below)

Licences, certifications, memberships

Anything with a number or a logo that can be shown on the site.

Customer testimonials

Two or three real quotes, with the customer's permission to use their name.

WHAT THEY SAID	NAME OR BUSINESS	OK TO NAME THEM?

Past clients or jobs you can name

8 Who uses it

Only if you need a custom tool or app.

Who will use it, and what does each person do?

e.g. three office staff who roster, twenty cleaners who check their shifts

Where is it used?

- [ ] Office computers
- [ ] Phones, out on the job
- [ ] Tablets
- [ ] Customers use it too

How should people sign in?

- [ ] Everyone has their own login
- [ ] One shared login is fine
- [ ] With our Google or Microsoft accounts
- [ ] Not sure

Roughly how much?

People using it, and records a week — rough numbers are fine.

9 What it does

Only if you need a custom tool or app.

How do you do this today?

Spreadsheets, paper, an app you don't like — and what goes wrong.

What does it keep track of?

e.g. jobs, staff, shifts, clients, invoices

What should it connect to?

Accounting, payroll, calendars, email — anything you already pay for.

What reports do you want out of it?

10 AI work

Only if you need AI work.

What would you like?

- [ ] Images or video
- [ ] A chatbot for customers or staff
- [ ] Automating documents or paperwork
- [ ] Something else

What information would it use?

Your price list, past jobs, client files, emails…

How private is that information?

- ☐ Public — it's on our website already
- ☐ Internal — staff only
- ☐ Confidential — client or health records
- ☐ Not sure

Roughly how much?

Images a month, chats a day, documents a week.

Examples you like

Links or descriptions of anything close to what you want.

11 Photos and files

Your logo, photos of your work, menus or price lists — anything that helps. Only the studio can see them.

Shared folder link for photos and logo files

Google Drive, Dropbox or OneDrive — for videos and anything too big to upload.

What photos do you have?

Only if you need a website, or aren't sure yet.

Sharp phone photos in good light are fine. Before-and-after shots convince people most.

- ☐ Vehicles and equipment
- ☐ The team
- ☐ Work in progress
- ☐ Before and after
- ☐ Video

No photos yet?

Only if you need a website, or aren't sure yet.

- ☐ I'll book a photographer
- ☐ Stock photos are fine
- ☐ Illustrations instead
- ☐ Help me decide

Your logo

Only if you need a website, or aren't sure yet.

Best is the original vector file (SVG, AI, EPS or PDF). A PNG or JPG is fine to start.

- ☐ I have a vector file
- ☐ I have an image only (PNG or JPG)
- ☐ No logo yet: design one for me

12 Pages and features

Only if you need a website, or aren't sure yet.

Pages or sections you want

- [ ] Home
- [ ] Services
- [ ] About
- [ ] Gallery
- [ ] Contact / quote
- [ ] Careers
- [ ] FAQ
- [ ] Blog or news

Do you need any of these?

Each adds cost and time. Most sites launch without them.

- [ ] Online booking calendar
- [ ] Online payments
- [ ] Customer accounts or tracking
- [ ] A second language

About you

A few lines: who you are, why you started, what you promise. We rewrite it for the web; you approve it.

Your website's contact form

Anything it should ask beyond name, phone, email and message.

Where should enquiries arrive?

Business address

How should the address show on the site?

- [ ] Full address
- [ ] Suburb only
- [ ] Not shown

Privacy policy and terms

Needed if the site has a form. Published in your name.

- [ ] Draft standard ones for me to approve
- [ ] I already have them

13 Accounts

Only if you need a website, or aren't sure yet.

Everything is registered in your name, with Tanveer added as an admin. Never write a password here — we'll ask you to add us when it's time.

Website domain

Domain status

- [ ] I own it
- [ ] I need one

Business email address

e.g. hello@yourbusiness.com.au, set up with Google Workspace or Microsoft 365 in your name.

Who holds each account?

ACCOUNT	HAVE IT?	REGISTERED TO	NOTES
Domain registrar			
Website hosting			
Business email			
Google Business Profile			
Analytics			
Social media			

Social media links

Facebook, Instagram, LinkedIn, or anything else you use.

Google Business Profile (shows you on Google Maps)

- [ ] I have one
- [ ] Set one up with me
- [ ] Not needed

14 Look and feel

Only if you need a website, or aren't sure yet.

No right answers. Pick what you like the look of — every question has "no preference".

How much should things move?

- [ ] Calm
- [ ] Gentle
- [ ] Lively
- [ ] Bold
- [ ] Cinematic
- [ ] No preference

Pictures or words?

- [ ] Photo-led
- [ ] Balanced
- [ ] Text-led
- [ ] No preference

Light or dark?

- [ ] Light
- [ ] Dark
- [ ] Both, with a switch
- [ ] No preference

How should it feel?

Up to three

- [ ] Friendly
- [ ] Natural
- [ ] Warm
- [ ] Premium
- [ ] Bold
- [ ] Minimal
- [ ] Playful
- [ ] Technical
- [ ] Corporate
- [ ] Retro

Anything else about the look?

15 Styles you like

> **Only if you need a website, or aren't sure yet.**

Which of these catch your eye?

Pick any

- [ ] Minimalist
- [ ] Japandi
- [ ] Art deco
- [ ] Classroom
- [ ] Print-shop ink
- [ ] Frosted glass
- [ ] Comic book
- [ ] Street and graffiti
- [ ] Old computer
- [ ] Terminal
- [ ] Space
- [ ] Clear and simple
- [ ] Organic
- [ ] Bold and blocky
- [ ] Heritage
- [ ] Scrapbook
- [ ] Soft and puffy
- [ ] Knobs and dials
- [ ] Manga ink
- [ ] 80s Memphis
- [ ] Synthwave
- [ ] Sci-fi screen
- [ ] Dreamlike
- [ ] Clean and businesslike
- [ ] Friendly and warm
- [ ] Mid-century
- [ ] Stationery
- [ ] Papercraft
- [ ] Soft embossed
- [ ] Storybook
- [ ] More is more
- [ ] Retro pixel
- [ ] Cyberpunk
- [ ] Industrial
- [ ] Library
- [ ] No preference

Websites you like

Up to three — any industry

WEBSITE	WHY

Websites you don't like

WEBSITE	WHY

Colours and fonts you use now

None? The design you pick becomes your brand.

Anything to avoid?

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Tagline
A short line under your name. None? We'll draft a few for you to pick from.

Where will most people see it?

- [ ] Mostly on phones
- [ ] Mostly on computers
- [ ] Both
- [ ] Not sure

Accessibility needs or other languages
e.g. older customers, large text, a page in Vietnamese.

16 Check and send

Read it through, tick to agree, then save the file and email it to hello@tinkertogether.studio.

Please tick to agree *

- [ ] I own, or have permission to use, the photos, logo and words I've sent.
- [ ] I understand this is a brief, not an order — the quote comes after we talk.

Anything else?

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