

SECTION¹ – (Principal Contact Information)

Primary:

Contact Name: _____
Contact Phone: _____
Contact Address: _____
Email Address: _____

Secondary: (if applicable)

Contact Name: _____
Contact Phone: _____
Contact Address: _____
Email Address: _____

Notes:

SECTION² – (Size & Scope)

Does your business already have a URL (domain name)?

[Yes / No] Explain: -

Have you established a host for your new site?

[Yes / No] Explain: -

Is this project on any type of deadline? If yes, please provide the required end date.

[Yes / No] Explain: -

Do you plan to offer online sales (ecommerce)?

[Yes / No] Explain: -

Will you need to provide downloadable documents like applications, menus, brochures, etc...?

[Yes / No] Explain: -

Does your plan include community features like a discussion forum or newsletter subscriptions?
If so, do you already have the appropriate personnel to manage these resources?

[Yes / No] Explain: -

Do you plan to include any media-intensive components, such as streaming video?

[Yes / No] Explain: -

Do you already have content (text and/or existing graphics) for the site?

[Yes / No] Explain: -

Please describe what type of business you operate.

To the best of your ability, please describe who you feel your primary/secondary visitors will be.

What action would you like each primary visitor to take when visiting your site? (Ex: subscribe to a newsletter, read the content, become a member, participate in a forum.)

Do you have an idea of the number of pages you would like your site to consist of? If so, how many? What would their page titles be (home, about us, purchase, links, etc.)?

How often will your information on your site change once the site is complete?

Who is going to be responsible for maintaining the site after it has been launched?

Who else will be involved in this project? (spouse, manager(s), friends) Would you like us to include them in communications?

What kind of budget have you established for this project? We know budget can be a sensitive subject for some, but rest assured this information is only intended to help us create the most appropriate bid for your job.

SECTION³ – (Design)

Do you have a business logo? If yes, do you have a digital file of that logo available to you? (please include the file type if applicable)

[Yes / No] Explain: -

Do you have any special programming needs? (i.e. Flash, JavaScript)

[Yes / No] Explain: -

Do you plan to incorporate stock photography in the site design?

[Yes / No] Explain: -

Do you plan to incorporate any type of advertisements, banners in your site?

[Yes / No] Explain: -

Please tell us about other sites you've seen that you liked (including URLs) and tell us what aspects of those sites your really enjoy and why.

What colors would like to see used throughout your site?

Do you like warm/cool, light/dark, bright/subdued colors?

Do you like straight lines, curvy lines, smooth or jagged?

Do you prefer menus to align vertically on a page (left or right) or do you prefer a menu that is horizontally aligned at the top?

Describe in as few words as possible the feelings you wish your site to evoke, and the brand attributes you want it to convey. (Sample feelings might include: warmth, friendliness, reassurance, comfort, or excitement. Sample brand attributes might include caring, honesty, humor, professionalism, intelligence, technological savvy, sophistication, reliability, and trustworthiness.)

Using adjectives and short phrases, describe the site's desired look and feel. (Easy to look at, edgy, classic, up-to-date, crisp, modern, traditional, understated, etc.)

SECTION⁴ – (Purpose)

What is the problem/need you perceive that you expect this project to solve/fill?

Do you already have a site? If so, why do you want to redesign it? If there are specific areas that it are that are currently falling short of your expectations please let us know here.

What measure do you intend to use to judge the success of this project (increased site visitation, faster download of pages, increased sales, etc.)?