

Company Info

Today's Date: Proposal Due Date:

Company Name:

Project Title:

Website URL:

Current site developed by:

Contact Person:

Position:

Phone/Fax:

Address:

Email:

Company Social Media Links

Facebook URL _____

Google+ url _____

Pinterest _____

Linkind _____

Others _____

What is your role in the decision making process?

- Researcher
- Recommender
- Team Member
- Final Decision Maker

Project Timeline:

- Urgent (1 - 2 months)
- Priority (2 - 6 months)
- Longer term (6 + months)

What is your Project Budget:

Company Description

Short description of service / product / organization

Design Prospect

What is the scope of your project? Check all that apply:

- | | |
|---|---|
| <input type="checkbox"/> Web design | <input type="checkbox"/> Graphic Design |
| <input type="checkbox"/> Web development | <input type="checkbox"/> Branding & Identity design |
| <input type="checkbox"/> Web Programming | <input type="checkbox"/> Other Graphic design (labels, brochures, etc.) |
| <input type="checkbox"/> E-commerce | <input type="checkbox"/> Database development |
| <input type="checkbox"/> Content Management | <input type="checkbox"/> eLearning |
| <input type="checkbox"/> Blog | <input type="checkbox"/> Forum |
| <input type="checkbox"/> Search Engine Optimization / Search Engine Marketing | |
| <input type="checkbox"/> E-Marketing / Newsletter campaigns | |
| <input type="checkbox"/> Website maintenance | |
| <input type="checkbox"/> Website hosting | |
| <input type="checkbox"/> Other: | |

Resolution

- 800 x 600 resolutions (760 max wide)
- 1024 x 768 resolutions (950 max wide)
- 1280 x 780 resolutions (1180 max wide)

Note: Height can vary according to the content, if it exceeds the requested resolution you will have a scroll bar on the right

What is the official name of your website?

What is the purpose of your website?



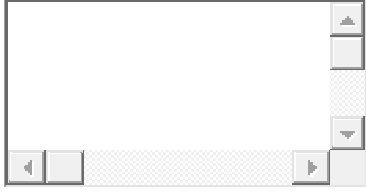
Do you have a vision statement or a tagline you want include?



What type of visitors do you want to draw to the website?



What would be a successful outcome for your website?



What services or products do you offer?



Select the category that best describes your organization's role:

Do you have a website currently? (please provide a url)



Do you want to keep a similar website structure?

yes no

What will your main links/sections be?



Do you want drop down menus in addition to regular menus?

yes no



REGULAR MENU



DROP DOWN MENU

What elements do you think you may want on your home page?

- Slide Show
- Welcome Text
- Quote
- Slogan
- Calendar
- Upcoming Events
- Featured Property
- Link List
- Search
- Random Testimonial Module
- Featured Multimedia Module
- Latest Media Module
- Linkable Image Modules
- Blog Excerpt
- News Excerpt
- Account Sign-in Module
- Location Module

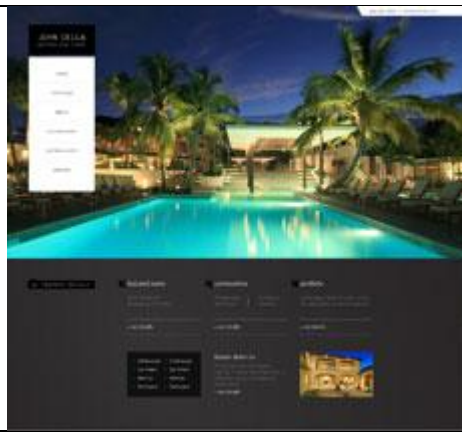
Are there any elements that you feel need to be on every page of your website?



What style is closest to the look you want for your website?



MINIMAL



PORTFOLIO



CORPORATE



ILLUSTRATIVE



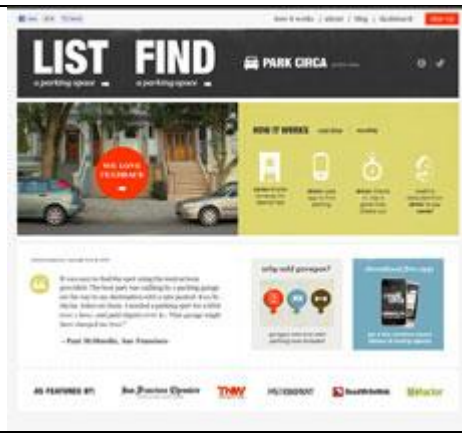
TEXTURED



MAGAZINE



ROCK AND ROLL



NEWSY



Which of these mood boards is closest to the look/feel you want for your website?

Are there other websites whose design/look you like (if possible include websites for organizations that are different and similar to your organization/company)?

Do you like the way that any particular websites work?

Are there websites that you think of as “the competition” (i.e. provide similar products/services)?

Are there websites that cater to the same audience as you do but do not provide the same products/services?

Do you have any color preferences?

Do you have a logo? Do you need a new logo?

An empty rectangular text area with a light gray background and a thin border. It features a vertical scrollbar on the right side and a horizontal scrollbar at the bottom, both with standard arrow and track icons.

Do you have high quality professional images you want to use for your website (we will need digital versions sent by email or ftp) or will you need us to help you find good stock photography (the cost for stock images will be added to the project)?

yes no

Do you need any special functionality?

An empty rectangular text area with a light gray background and a thin border. It features a vertical scrollbar on the right side and a horizontal scrollbar at the bottom, both with standard arrow and track icons.

Anything else you want to tell us?

An empty rectangular text area with a light gray background and a thin border. It features a vertical scrollbar on the right side and a horizontal scrollbar at the bottom, both with standard arrow and track icons.

Development Prospect

Most websites exist to showcase and/or sell products and/or services, help the owner communicate with the client or membership base, and provide information about the company or organization, or a certain topic. In this section we will cover the most common website features. If the features you have in mind are not covered, you will have an opportunity to add them at the end of the form. If any of the sections is not applicable to your project, leave them blank.

CONTENT MANAGEMENT

Content Management System (CMS) enables you to add / edit / delete and organize pages on your website. If your website has e-commerce functionality, the display and management of products is covered later in this questionnaire. Please let us know which of the following content management features you would like on your website.

Will you need the CMS functionality?

Yes No

Will you have any specifically structured content, such as news, events or projects? For example, a news item will have a title, subtitle, date, summary and article.

Yes No

Are there any specifics we need to know pertaining to CMS for your site? Please describe.

E-COMMERCE / PRODUCT CATALOG

This covers any product display functionality, whether or not the products are being sold through the website (some businesses use websites for display only). The standard way of displaying products is by grouping them into product categories / subcategories. Each product can have variants, options, sale price and pictures. Additionally, products can have multiple prices (e.g. wholesale / retail). If your site will have a shopping cart, it can calculate shipping charges and accept payments.

How many products will be displayed on your site (approximately)?

Approximately, in how many main categories will those products be grouped?

Will you require shopping cart functionality?

Yes No

Which shipping provider will you be using?

UPS

FedEx

Custom Calculations

Other (please specify) _____

Which payment method(s) would you like to use?

Credit card through Authorize.Net

Credit card through PayPal PRO

PayPal website payments

Self-processing (order comes in an encrypted email message)

Other (please specify) _____

Will you use the website to track your inventory quantities?

For example, if a product is sold out, it is no longer in stock, and cannot be ordered through the website until the stock is replenished.

Yes No

Will your products have multiple price levels (wholesale / retail)?

Yes No

Will you require an order management system (OMS) (allows access to order history, order search and communicating events related to a particular order to the client)? Without an OMS, you will still be receiving copies of orders in your email.

Yes No

Will you require data entry service? Initially, only a sample of products is needed to get the website started, but we can provide you with the data entry service for your entire inventory.

Yes No

E-COMMERCE / PRODUCT CATALOG contd.

Please provide three sample descriptions of your products. Try to use the most complex ones. Indicate the product ALL details (size, color, price, sale price, stock number, description, category, manufacturer...) These samples will be used to create the interface which will work the best for your products. If necessary, please attach a separate sheet.