

### WEBSITE QUESTIONNAIRE:

This initial questionnaire is designed to gather the information needed to estimate the scope of the proposed project. Don't hesitate to contact us if you have any questions. Please write "N/A" if a question is not applicable.

### CLIENT INFORMATION:

Contact Name:	
Company Name:	
Company Address:	
Company Website:	
Business Phone:	
Alternate Phone:	
Primary E-mail:	

### PROJECT INFORMATION:

Project:	
Existing Web Site URL:	
Website Hosting Registrar:	
Website Domain Registrar:	

### GOAL OF WEBSITE:

<b>1. The primary goal, or mission, the web site needs to achieve is:</b>
<b>2. Please list any major ideas you want to implement on the site(s):</b>
<b>3. Needs for the audience of this site (product purchase, research):</b>

**4. Needs for the administrators of the site (update content, process orders):**


**SPECIFIC SITE COMPONENTS:**

**Do you have a formal mission statement or tag line/logo to be used?**


**Please number in order of priority or add your own:**

- Inform people about the company, product, people
- Generate sales
- Offer support to customers
- Solicit feedback (what would you like to know about/from them?)
- Attract new customers

**Your vision and your personal style:**

In addition to web sites it is helpful to provide examples of magazines, illustrations, etc. Please give us three model sites that have the level of style, the tone and mood that you would like and state what it is that you like about each of them (copy, colors, layout, function)

URL 1:	
URL 2:	
URL 3:	

**Please describe the tone you want your website to have? (example)**

"Elegant modern design that is built upon an understandable structure "


**Please describe your audience? (example)**

"Savvy, wine-loving Internet users who expect web sites to provide the latest in look and feel"


**Do you have a style guide or other graphic conventions that need to be incorporated?**

Yes  No

**Do you have an existing logo that you would like to use?**

Yes  No  Please design one for me

**Do you have any registered trademarks or service marks that need to be included?**

Yes  No

If Yes, Please describe other below:

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**What types of graphical elements would you like to include in your site?**

- |                                      |  |                                   |
|--------------------------------------|--|-----------------------------------|
| <input type="checkbox"/> Photographs | <input type="checkbox"/> Stock Photography | <input type="checkbox"/> Video    |
| <input type="checkbox"/> Animation   | <input type="checkbox"/> Presentations     | <input type="checkbox"/> Drawings |
| <input type="checkbox"/> Flash       |  |                                   |

**Other -Please describe other below:**

**Do you want the theme of the web site to reflect the theme already established in collateral print material?**

Yes  No

**Do you have a color scheme in mind?**

- |  |  |   |
|--|--|---|
| <input type="checkbox"/> Use current color scheme  | <input type="checkbox"/> Earthy              | <input type="checkbox"/> Warm and sunny         |
| <input type="checkbox"/> Cool sophisticated shades | <input type="checkbox"/> Black and white     | <input type="checkbox"/> Soft pastels and tints |
| <input type="checkbox"/> Primary colors            | <input type="checkbox"/> Rich saturated hues |   |

**Other -Please describe other below:**

**WEBSITE CONTENT:**

**What types of content do you envision for your web site? Check all that interest you.**

- |  |  |  |
|--|--|--|
| <input type="checkbox"/> History/Biographies /Portraits  | <input type="checkbox"/> Contact info              | <input type="checkbox"/> Contact form                |
| <input type="checkbox"/> Directions  | <input type="checkbox"/> Event Calendar            | <input type="checkbox"/> Guest/Customer Testimonials |
| <input type="checkbox"/> Product List – Gift shop items  | <input type="checkbox"/> Gift Certificates         | <input type="checkbox"/> Shopping Cart               |
| <input type="checkbox"/> Fax-in order sheet  | <input type="checkbox"/> Pay Pal payments          | <input type="checkbox"/> Reservations                |
| <input type="checkbox"/> Newsletters   | <input type="checkbox"/> Newsletters sign up form  | <input type="checkbox"/> Press releases              |
| <input type="checkbox"/> FAQ   | <input type="checkbox"/> Online guest book         | <input type="checkbox"/> E-cards                     |
| <input type="checkbox"/> Image gallery   | <input type="checkbox"/> Live, of-the-day elements | <input type="checkbox"/> Web cam                     |
| <input type="checkbox"/> Site Search box   | <input type="checkbox"/> Online Availability       | <input type="checkbox"/> Memembers Area              |
| <input type="checkbox"/> E-mail Page   | <input type="checkbox"/> Bookmark this page script | <input type="checkbox"/> Statistics                  |
| <input type="checkbox"/> Database  | <input type="checkbox"/> E-mail gathering database |  |
| <input type="checkbox"/> Other -Please describe other below: Is this something already on your site? |  |  |

## E-COMMERCE QUESTIONS:

### Please Answer The Following Questions:

How many categories of products and how many items per category will you want to be able to put on the site to start with? (example: 10 categories with up to 100 items per category)

Do you want your ability to add products and categories to be unlimited?

Will you want a merchant account so you can take credit cards on-line?

Will you want to accept global payments in various currencies?

Will you provide and charge for shipping?

Will you need to add tax?

Will you want to send out special offers or new item alerts to past customers or visitors?

Will you want to offer quantity or other types of discounts?

Do you want your ability to add products and categories to be unlimited?

Will someone add/edit/remove the pictures and descriptions of the products to the web site and update pricing or store information? **Will they use a Mac or a PC?**

Will someone write and edit professional copy for the store? (We can provide copywriting services)  
Customers are wary of buying if there are any spelling errors or if information on products and store policies is not clear.

Is there one single location where you will receive and process orders, or will orders go to both an accounting office and to a fulfillment house in different locations (via fax or email for example)?

## WEBSITE VISIBILITY:

### Please Answer The Following Questions:

What criteria will you use to measure the success of the site?

Do you already have any demographics on your clientele?

Do you already analyze the site traffic?

Do you have any paid links on other sites/directories?

Local Web sites (chamber)?

National/International?

Do you know where your site is listed?

Do you have your web site address on all printed ads and materials?

Do you have staff/marketing departments that will monitor site demographics and statistics to track return on any site promotional efforts or do you need analysis and recommendations on promotion monthly/quarterly?

## ONGOING INVESTMENT IN WEBSITE PROMOTION:

**Please Answer The Following Questions:**

Do you plan to invest an annual amount in ongoing maintenance of your site?

Do you have a marketing and design budget and do you dedicate a certain percentage of it to website work and maintenance?

Does your industry find a website impact increasing revenue and at what level of investment? (5% of gross is an example for generating growth in the travel industry)

Is there an event-related desired launch date (before reprints of brochures, major advertisements, before busy season?)

This is the end of the initial questionnaire. Please add any comments that were not addressed above and bring this document to the initial consultation.