

Site Design Analysis Questionnaire

The following questionnaire will ensure we are all striving for a common goal. It is important to answer as many questions as possible to help your organization focus and plan the site as you go, as well as communicate it clearly to our team.

Name: _____

Company: _____

E-Mail: _____

Address: _____

Address2: _____

City: _____

Telephone: _____

Fax: _____

URL: _____

Goals for your web site:

(Please indicate the following objectives of your web site)

- Provide professional "large company" image
- Accessibility to information 24 hrs a day, 7 days a week
- Increase client market & exposure locally, nationally, internationally
- Cost effective advertising in comparison with other mass media
- Inexpensive way for distributing info & downloadable catalogs
- Automatically answer customer's frequently asked questions
- Sell your products by online shopping
- Stay ahead of the competition
- Other goals for your site

Who is your intended audience?

While with careful planning a satisfactory balance can be achieved, which is more important to your image: A rich visual environment or fast downloads?

Have you seen any Web sites that you like and feel would be appropriate to your organization? – If yes, list below and supply what you like about them.

Do you know of any other Web sites that complement your organization's goals and/or should be linked to or from your site?

Do you wish to build on and reinforce your current print image, or use a fresh approach for the Web site?

Please select the pages that you may wish to include in your Web site:

<input type="checkbox"/> Welcome/Home Page	<input type="checkbox"/> Guest Book	<input type="checkbox"/> Calendar of Events
<input type="checkbox"/> About Our Company	<input type="checkbox"/> Subscription Form	<input type="checkbox"/> Career Opportunities
<input type="checkbox"/> From the President	<input type="checkbox"/> Online Customer Survey	<input type="checkbox"/> Employee Profiles
<input type="checkbox"/> Services/Products	<input type="checkbox"/> Catalog Request	<input type="checkbox"/> Other pages
<input type="checkbox"/> Online Order Forms	<input type="checkbox"/> FAQ	<input type="checkbox"/> Approx. number of pages:
<input type="checkbox"/> Online Forms	<input type="checkbox"/> References/Past Clients	

Design & Color Palette

Preferred schematic or mood for the design as a starting point:

<input type="checkbox"/> Modern	<input type="checkbox"/> Casual	<input type="checkbox"/> Traditional	<input type="checkbox"/> Other
<input type="checkbox"/> Elegant	<input type="checkbox"/> Fun	<input type="checkbox"/> Technical	

Do you use a specific font in your business correspondence? If so, what?

Preferred colors in palette: _____

Other ideas for your site: _____

Promotional Materials & Marketing

Samples of your promotional and printed materials are very helpful to us. In order to assist you in producing the most effective Web site for your company, we would like to know more about your current and future marketing strategies, your business philosophy, your products or services, and plans for the future of your company.

What are the present methods of advertising and promoting your company?

<input type="checkbox"/> Newspaper Ads	<input type="checkbox"/> Telephone Directory Ad	<input type="checkbox"/> Rely on word-of-mouth
<input type="checkbox"/> Magazine Ads	<input type="checkbox"/> Mailing Lists/Catalog Lists	<input type="checkbox"/> Other
<input type="checkbox"/> Radio Advertisements	<input type="checkbox"/> Billboard/Other signage	

How do you plan on promoting your Web site?

<input type="checkbox"/> Adding URL to business stationery	<input type="checkbox"/> Magazine Ads
<input type="checkbox"/> Search engine listings	<input type="checkbox"/> Radio Advertisement
<input type="checkbox"/> Internet Banner Advertising	<input type="checkbox"/> Telephone Directory Ad
<input type="checkbox"/> Links to your site from other sites	<input type="checkbox"/> Billboard/Other signage
<input type="checkbox"/> Announcing site in Mailing Lists/Catalogs	<input type="checkbox"/> Other Strategies
<input type="checkbox"/> Newspaper Ads	

Photos, Graphics, Animation & Sound

Scanning, optimizing and posting of client-supplied graphics are included in each package we offer. The number of graphics included in the standard price depends on the package selected. Additional graphics may be added for a nominal additional charge.

Do you have an existing company logo? Y/N

Please estimate the following as best as possible:

Number of graphics included on site: _____

How many of the supplied images are in digital format? _____

How many of the supplied images are to be scanned by Webtility Solutions? _____

Comments: _____

Customer Interactive Forms

Response forms are a great way to open communications between your company and potential or existing customers. You can generate new mailing lists, fill catalog requests, learn about their thoughts on your service or products, etc. Please check the following interactive forms that may benefit your company:

<input type="checkbox"/> Mailing list/Catalog request	<input type="checkbox"/> Password Protected Areas
<input type="checkbox"/> Registration/Customer Log-in	<input type="checkbox"/> Customer Survey
<input type="checkbox"/> Newsletter/E-mail list	<input type="checkbox"/> Request for Info
<input type="checkbox"/> Online Ordering Form	<input type="checkbox"/> Subscription Forms
<input type="checkbox"/> Message Board	<input type="checkbox"/> Other:

E-Commerce Solutions/On-Line Shopping

(Please fill out this section only if applicable.)

What type of product are you interested in selling? _____

How many products are in your inventory? _____

Do these items have options (size, color, finish, etc)? Y/N

Will your site accept credit cards online? Y/N

Are you already a credit card merchant? Y/N



Additional Information

How many separate e-mail accounts will you be needing? Number or Not Sure Yet

How often do you foresee needing to update your site?

<input type="checkbox"/> None	<input type="checkbox"/> Daily	<input type="checkbox"/> Weekly	<input type="checkbox"/> Monthly	<input type="checkbox"/> Yearly	<input type="checkbox"/> Other
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What type of updates would you foresee? (Please check all applicable)

<input type="checkbox"/> Textural changes	<input type="checkbox"/> Graphics changes	<input type="checkbox"/> Price Changes	<input type="checkbox"/> Other changes
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What is your budget for the design and development of your site (not including hosting)?

<input type="checkbox"/> \$500-\$1,000	<input type="checkbox"/> \$2,000-\$2,500	<input type="checkbox"/> \$4,000-\$6,000
<input type="checkbox"/> \$1,000-\$1,500	<input type="checkbox"/> \$2,500-\$3,000	<input type="checkbox"/> Over \$6,000
<input type="checkbox"/> \$1,500-2,000	<input type="checkbox"/> \$3,000-\$4,000	

Competition

List your organization's main competitors.

Do they currently have a Web site? List URLs:
