



## Web Development Questionnaire

### Your Contact Information

Name & Title: \_\_\_\_\_

Company: \_\_\_\_\_

TEL: \_\_\_\_\_

FAX: \_\_\_\_\_

Address: \_\_\_\_\_

\_\_\_\_\_

### Marketing & Business Considerations

**What are your goals? What should the website be or do?** (choose all that apply)

- Brand/Image Enhancement
- Informational
- Sales/Promotional
- E-commerce (with a 'shopping cart' to allow visitors to buy products)
- E-service ('e-products' & services such as downloads, memberships, etc)
- Employment Applications
- Search Engine Optimized
- Other \_\_\_\_\_

**Who are the target audiences for this website?** (choose all that apply)

- Customers (Business to Consumer – 'B2C')
- Prospects
- Employers
- Potential Employees
- Shareholders
- Vendors/Suppliers/Partners
- Franchisees
- Other \_\_\_\_\_

**What are the most important themes or concepts you'd like to present on the website?** (choose at least one, but no more than four)

- |   |   |
|---|---|
| <input type="checkbox"/> Size/Strength      | <input type="checkbox"/> Security/Safety          |
| <input type="checkbox"/> Health/Cleanliness | <input type="checkbox"/> Comfort/Enjoyment        |
| <input type="checkbox"/> Profitability      | <input type="checkbox"/> Stability                |
| <input type="checkbox"/> Speed/Efficiency   | <input type="checkbox"/> Flexibility              |
| <input type="checkbox"/> Beauty             | <input type="checkbox"/> Elegance                 |
| <input type="checkbox"/> Style              | <input type="checkbox"/> Hip/Trendy               |
| <input type="checkbox"/> Professionalism    | <input type="checkbox"/> Value/Cost-effectiveness |
| <input type="checkbox"/> Ease of Use        | <input type="checkbox"/> Fun/Playful              |
| <input type="checkbox"/> Reputation/Honesty | <input type="checkbox"/> Other _____              |

**What geographic area(s) are you targeting?**

- Local
- Regional
- National
- International/Multinational

**Putting yourself in the position of a potential customer, what types of information or reasons for doing business would expect to find on your site?**

- Catalog of Products and/or Services
- Product Specifications/Comparisons with Competitors
- Thorough Descriptions of Products/Services Offered
- Pricing Information
- Product Availability
- Physical Location of your Business/Organization
- Hours of Operation
- Availability of Support
- Contact Information
- Company Background
- Partner/Affiliate Information
- Discussion Boards/Community Interactivity
- Knowledge/Learning
- Other \_\_\_\_\_

**What makes people choose your company over your competition?**

- Product/Service Innovation
- Breadth of Features/Selection of Items
- Referrals/Word of Mouth
- Value of Product/Service for the Cost
- Convenience
- Location
- Name/Brand Recognition
- Partnerships
- Other \_\_\_\_\_

**List your company's top 3 strengths or advantages.**

1. \_\_\_\_\_
2. \_\_\_\_\_
3. \_\_\_\_\_

**List three things you'd like to change about how your company is perceived.**

1. \_\_\_\_\_
2. \_\_\_\_\_
3. \_\_\_\_\_

**Branding**

- | <b>Y</b>                 | <b>N</b>                 |  |
|--------------------------|--------------------------|--|
| <input type="checkbox"/> | <input type="checkbox"/> | Do you have a brand already established?                 |
| <input type="checkbox"/> | <input type="checkbox"/> | Do you have a color scheme?                              |
| <input type="checkbox"/> | <input type="checkbox"/> | Do you have a scalable, professionally designed logo?    |
| <input type="checkbox"/> | <input type="checkbox"/> | Do you have any printed marketing/promotional materials? |
| <input type="checkbox"/> | <input type="checkbox"/> | Do you have a tag line? If yes, what is it? _____        |

## **Content**

- | <b>Y</b>                 | <b>N</b>   |
|--------------------------|--|
| <input type="checkbox"/> | <input type="checkbox"/> Do you want your website to reiterate your existing website/materials?  |
| <input type="checkbox"/> | <input type="checkbox"/> Do you need copywriting services, such as marketing communication?  |
| <input type="checkbox"/> | <input type="checkbox"/> Do you need downloadable or other print materials created?  |
| <input type="checkbox"/> | <input type="checkbox"/> Do you need product/staff photography?  |
| <input type="checkbox"/> | <input type="checkbox"/> Will you need additional graphic design (logos, splash pages, etc)?   |
| <input type="checkbox"/> | <input type="checkbox"/> Will you need additional text content (product descriptions, privacy statements, etc.) <i>Note: a privacy statement is required by law.</i> |

## **Functionality & Technology**

- | <b>Y</b>                 | <b>N</b>  |
|--------------------------|---|
| <input type="checkbox"/> | <input type="checkbox"/> Will you offer e-newsletters or other recurring, subscription services?              |
| <input type="checkbox"/> | <input type="checkbox"/> Will you need a form for users to send email/comments?                               |
| <input type="checkbox"/> | <input type="checkbox"/> Will your users need a secure log-in area for any reason?                            |
| <input type="checkbox"/> | <input type="checkbox"/> Do you wish users to be able to search your site for specific products?              |
| <input type="checkbox"/> | <input type="checkbox"/> Will you offer products for sale on your site? How many? _____                       |
| <input type="checkbox"/> | <input type="checkbox"/> Do you want to update certain or all pages of your website yourself?                 |
| <input type="checkbox"/> | <input type="checkbox"/> Do you currently have a hosting plan for your website?                               |
| <input type="checkbox"/> | <input type="checkbox"/> Will you require specific server technology (ASP/PHP/Other)?<br>If yes, which? _____ |

## **Comparative Examples**

**Please provide the website address to your current site (if applicable).**

\_\_\_\_\_

**Provide the web addresses of direct competitors in your industry/market.**

1. \_\_\_\_\_

2. \_\_\_\_\_

3. \_\_\_\_\_

4. \_\_\_\_\_

5. \_\_\_\_\_

**Please provide some examples of websites you find nicely designed, easy to navigate, or are otherwise pleasing and note what you like about each site.**

1. \_\_\_\_\_
2. \_\_\_\_\_
3. \_\_\_\_\_
4. \_\_\_\_\_
5. \_\_\_\_\_

**Note a couple of sites which include design elements, navigation, or other features you do NOT find appealing and note what it is that you would change.**

1. \_\_\_\_\_
2. \_\_\_\_\_

### **Review/Approval Process**

How many people will be involved in **reviewing** drafts of work? \_\_\_\_\_

How many people will be involved in **approving** drafts of work? \_\_\_\_\_

### **Other Information**

Please provide any additional information related to the development of your website or other marketing or company business development plans.

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