

This document provides a structure to determine your business needs in relation to your website requirements. It is used to define the web pages, content outline of each, graphic images required and other specialized functionality needs. Please provide as much information as possible so that we may best assess your needs.

Contact Information

Name _____ Company _____

Address _____

City _____ State _____ Zip _____

Phone _____ Fax _____

Email _____ URL _____

Project Requirements

What type of project is this?

New Site Design Re-design

What is your budget for this project?

Approximately how many pages will your website need?

1-5 16-30
 6-15 30+

What is the time schedule for completion of this project?

1-2 weeks 2-3 months
 2-4 weeks No Deadline

What is the primary goal of your website? (Check all that apply.)

Establish an Online Presence Provide Information
 Provide Customer Service Other
 E-Commerce Sales

What type of website is this?

Business Non-Profit
 Personal Government

Have you registered a domain name for your site?

Yes No

Do you currently have a hosting provider?

Yes No

Will you require maintenance for your website?

Yes No

List the functionality requirements of your website. (Check all that apply.)

- | | | |
|---|---|---|
| <input type="checkbox"/> Flash Elements | <input type="checkbox"/> Discussion Forum | <input type="checkbox"/> Custom Programming |
| <input type="checkbox"/> E-Commerce | <input type="checkbox"/> Site Search | <input type="checkbox"/> Database Functionality |
| <input type="checkbox"/> Audio/Video | <input type="checkbox"/> Membership Area | <input type="checkbox"/> Roll Over Images/Menus |
| <input type="checkbox"/> Chat Rooms | <input type="checkbox"/> Mailing List | <input type="checkbox"/> Custom Scripting (Java, CGI/Pearl) |
| <input type="checkbox"/> Custom Forms | <input type="checkbox"/> Site Map | <input type="checkbox"/> Photo Gallery |
| | | <input type="checkbox"/> Other |

Briefly tell us about your company and your industry. (e.g. services provided and products)

List at least five keywords or keyphrases that best describe your business.

If you currently have a website, why does it not satisfy your business needs?

List your top three competitors (if any) and their websites. What is it that you like about their design?

http:// _____

http:// _____

http:// _____

List three other websites (non-industry related) that you like.

http:// _____

http:// _____

http:// _____

What design elements will you be providing? (Check all that apply)

- | | |
|--|--|
| <input type="checkbox"/> Images/Graphics | <input type="checkbox"/> Layout/Website Outline |
| <input type="checkbox"/> Company Logo | <input type="checkbox"/> Pre-formated Documents (.PDF, .doc, etc.) |
| <input type="checkbox"/> Brochures | <input type="checkbox"/> Video/Audio |
| | <input type="checkbox"/> Other |

Do you have copy/text prepared for your web pages?

- Yes No