

Project Questionnaire

The following is a brief questionnaire which will help us develop a clear proposal for your website development project. Please provide answers as clear and complete as possible in the space provided.

Client Info

Date:

Company Name:

Contact Name (person in charge of the project):

Phone:

Email:

Website URL: (existing website address):

General Info

1. What type of website will we be developing (Example: Corporate, Investor Relations, E-commerce)?
2. What are the main reasons for designing your new website?
3. Do you have a specific budget range in mind for this project?
4. Do you have a sitemap or site navigation structure for your website?
5. What is the primary 'action' the user should take when coming to your site? (i.e. purchase, request information, call, etc.)
6. Have you seen any websites that have design features that appeal to you? If so, please list the URLs below, separated by commas.

7. What specifically do you like about these sites?
8. Please list the URLs of your competitors' websites, separated by commas.
9. What is your intended launch date for the new website? Are there any outside considerations that may affect the schedule (e.g., PR launch, tradeshow, annual report, etc.)?
10. How did you hear about BroadSpace Interactive?

Branding / Logo

11. Do you have a logo or corporate identity or would one need to be designed?

Content / Updates

12. Do you have any images that you would like to use or do you need us to take digital photos or acquire stock photos?
13. Please list the categories you would like on your site. (Examples include: Home, About Us, Products, Services, Sitemap, Contact Us, Other).
14. Will copywriting services be required for the completion of your website?
15. Would you like to be able to update content yourself or would you like us to provide update and maintenance services?
16. Who will be responsible for updating and providing new content for the website?

Technology and Programming

17. Will you be selling products on your website? If so, will you need a shopping cart system?

18. Is there a specific system that you will be using for credit card processing (i.e. PayPal)?
19. Will you require other specific programming needs (i.e. site search, database, password protected section)? Please describe in detail.
20. What type of email system do you currently use for your business communications (i.e. Outlook, Eudora, Apple Mail, etc.)
21. Will your website have multimedia files such as Flash, online video, audio, etc.? Please specify.
22. Do you currently have a hosting account? If so, please specify the hosting company.
23. Would you like us to host your website?

Marketing

24. How do most people find out about your current website? What methods of distribution already exist within your company?
25. What are your future marketing plans?
26. Would you like us to provide you with search engine optimization and marketing services?

Additional Notes/Comments

27. Please note any additional information you feel we should know about your project.