

## WEBSITE QUESTIONNAIRE

1. What is your business and how will the website advance it?
2. What do you envision for your site?
3. What message is the website suppose to convey?
4. Who is the primary audience for the website?
5. The primary age group of the audience?
6. What are their professions, disciplines, and interests?
7. What are the secondary goals of the website?
8. Is this an informational site or an avenue for Internet based marketing or revenue?
9. What subjects in order of priority you want to cover on the website?
10. Define at least five separate areas or subject matter and describe in detail what's unique about your business.
11. What design elements colors graphics kinds of animations size of logo consistency of identity and content perimeters would you like?

12. What elements do you feel will be most effective and why?

13. Do you want only email or do you also need to host a website?

14. Do you require a web hosting account, how many users are anticipated, what user privileges would you like?

15. Do you already have an Internet account is it with a true Internet service provider? (ISP (Internet Service Provider) or with an online service such as AOL?)

16. 16. If the account is with an online service rather than a true ISP (Internet Service Provider) extra costs or special arrangements may be needed to host the website. If the account is with an ISP (Internet Service Provider) we need to contact the provider and ask questions about what kind of services the providers offers free of charge, and if the provider had any free cgi scripts to offer you.

17. Who will have final approval of the project? And if it is someone other than you we need to know they have Internet access and understand the web.

18. What domain name would you like, for example [www.yourwebsite.com](http://www.yourwebsite.com) or [www.yourwebsite.org](http://www.yourwebsite.org), etc.

19. What are the two or three alternative domain names in case the first choice is taken?
20. Are your source materials in electronic form? If not, we may need to provide you with instructions on how to submit materials in consistent and compatible formats. All files must be hi resolution files (300 dpi) so compression can be controlled for final graphics and pdfs. If necessary we will provide you with a variety of options and be prepared to do conversions.
21. Does the site require advance functionality such as database functionality; (the database may be written in access, filmmaker pro, Microsoft SQL, or Oracle server, etc)?
22. Does the site need to be coded in a special language such as Microsoft ASP, or Allaire's Cold Fusion?
23. Is the site going to be updated automatically thru a server side database and the implementation of a CGI script?
24. Are there requirements for e-commerce, such as the ability to securely process credit card transactions, developments of shopping cart strategies, survey forms, advanced configurater sales selectors, online games and interactive demonstrations, online chat and message boards.

25. Is the site to be hosted in-house, on your server, or with another provider? If in-house, your information services department should be included in the planning meetings.
26. Is the website to be designed from scratch, or is it a makeover of an existing site? If a makeover, what additions are needed?
27. What look and feel would you like for the website? Please show us examples of websites, magazines publications that you like, don't like, and why?
28. Do you a specific journal, culture, or style in mind?
29. Should the website be consistent with any collateral marketing materials, brochures, publications, corporate identity programs/posters) pre-production sketches, or media (cd-roms, video games, records or tapes).
30. Do you desire graphics interactivity and/or multimedia (also involving content development and site mapping?) these typically include JavaScript, Roll-Overs, and effects, animated gif's, Quick Time or AVI movies, Sound files, and PDF, downloads, macromedia flash animations interactivity. These features would be estimated/charged in addition to and not as part of, the basic design proposal.

- 31. Do you need a new logo, new collateral marketing materials, and media to be persistent with the new website? If so, these design services will be quoted in addition to and not as part of the proposal.**
- 32. Can we negotiate a credit link that targets our home URL or email?**
- 33. Do you have the staff to respond to email? If not, please be aware you may develop a bad online reputation, if people don't receive immediate responses.**
- 34. Do you plan to have in house site maintenance, or do you want us to do it? If so arrangements can be made to do bi-weekly or monthly changes.**