

CLIENT INFORMATION

Before we begin, it is important to gather some basic information from you in order to have a quick and easy way to get in contact should we need clarification on any aspect of your project. Please note that when choosing your URL below, we cannot guarantee that it will be available when it comes time to register. If you have a back-up domain in mind, please put that down as well.

Client Name: _____

Company: _____

Phone Number: _____

Fax Number: _____

Email Address: _____

Website URL 1: _____

Website URL 2: _____

Anything Else? _____

GOALS & OBJECTIVES

Before starting a web project, we like to step back and take a broad view of your objectives. To follow are a few quick worksheets intended to help determine what shape the right site for you will take. A website can help achieve a number of goals. Some examples include marketing and attracting new customers, improving customer service, improving external communication, improving internal communication, reducing costs, direct sales (e-commerce).

Which of these sound like goals you have? Don't worry about specifics - we'll discuss details later. For the moment think in broad terms. Right now we're looking at the ocean, not the fish.

Select the box that tells us what your main site goals are - no matter if this is a new site or a website redesign.

Marketing and attracting new customers.
Bringing more visitors to your website and generating more business.

Improving internal communication.
Relevant company information in one easy-to-use location.

Providing services and features to customers.
Example: Car Insurance, online banking, search listings.

Reducing fixed costs.
Reduce costs of printing and mailing with an online solution.

Company-to-customer communication.
Newsletters, email blasts, and press releases.

Direct sales and e-commerce
Selling stuff online. Books, CDs, computers...you name it, there's a market.

TARGET AUDIENCE

Suprise! - we aren't building a web site for you. We're building a site for your customers.

Only by meeting their needs will the site be successful at convincing users to take action: placing an order, signing up for a newsletter, hiring you as a consultant, or just bookmarking your site for future use.

Take a moment to brainstorm about who might use your site. What would they need to find in order to convince them that you can meet their needs? Think about the specific information and features that will best answer their questions or provide them with useful services and solutions.

Audience 1

Audience 2

Audience 3

MEET YOUR COMPETITION

Your website needs to stand out if you're going to make it online. According to research by leading industry analysts, 75-85% of visitors find sites through search engines such as Google, Yahoo, AOL, or MSN. Your site needs make a great first impression to get noticed and then follow through with good information and features if you're going to stand a chance of converting visitors to customers.

Please list the websites of your top three competitors, as well as a brief list of what you like or don't like about their sites. We'll perform a comprehensive review of the design, navigation, content, and features of these sites and help you develop a plan to stay ahead of your competition

Competitor 1

Competitor 2

Competitor 3

REVIEWING YOUR SITE

Some of our clients we work with have an existing site that doesn't fully meet their needs. Maybe it was something they put together using FrontPage just to try out the web or their neighbor's teenage son built something in exchange for a digital camera. These are fine ways to get started on the web, but at some point it's time to reach for the next level.

We'd like to know about the experience you've had with your existing site. Please be as specific as possible. We'll use this information to determine how an updated site can better. If you have never had a website, feel free to leave this section blank, or draw us a nice picture if you're feeling artsy!

The Good

The Bad

User Feedback

SUCCESS CRITERIA

Six months from now we want you to say to yourself "I'm happy that I worked with Andrew Parrocchini. This new website is great and meets my goals." So we have one final question before we're done with our planning: How will we determine whether this project has been successful?

Please pick the top five criteria that will let us know whether or not this project has been successful. Some examples we have seen in the past include X amount of new clients generated from the website. % of online sales. Online sales goal (\$100,000 in one year), ease of maintenance and response from visitors.

Most Important

Important

Least Important

OUTLINE & SITE MAP

Now that we know what type of website you are looking for, we can begin developing a custom solution that will reflect your company's public image. The first step in doing this is to come up with the individual pages on your site. This will help us to judge the amount of time it will take to design your website as well as the necessary design and technological elements required to meet your goals.

In the space below, please outline the pages of your website, such as Home, Contact Us, About us, Products, FAQ. If possible, we would also like to decide the content on each page such as News Section, Contact Form, Product Selection.

A great sitemapping tool is available free of use at <http://bubbl.us>. There you can draw out your site map with colorful shapes and lines in order to visualize the architecture of your website. If you use this tool, or a similar tool to digitally develop your site map, please provide the URL below.

Bubbl.us URL: _____

REQUIRED TECHNOLOGIES

As we continue our discussion, we can decide together what technologies your website requires in order to be successful. These technologies can include the means in which content will be managed on your website, interactive forms, database features and anything else that doesn't include static text.

How do you plan on managing your website content:

Wordpress Based CMS
Content Management powered by PHP.

Let Drew take care of it!
We can take care of all changes for you.

Other
Like what? _____

How do you plan on hosting your website:

Let Drew do it!
Host your site on our servers.

I Have my own host
Host with an outside provider.

What features would you benefit from having on your site:

Contact Form

pURL System

“portal” System

Contact Database

Discussion Forum (Help Forum)

Data driven imagery (FLEX, AJAX)

E-commerce System

Integrated Media Player

Multiple E-mail Addresses

E-mail Newsletters

RSS Feeds

Upload Option

User driven news system

Analytical Tracking

Other _____

Any details needed:

DESIGN RESOURCES

Before we start to design your website, we would like to make sure that we have all the resources needed to give you the best experience possible while working with our design team.

Lets talk photography:

Stock Photos
Buy photos online for my site.

Let Drew take photos
We can come and take pictures for you.

I will supply the photos
We have all the photos you need.

How about your logo:

I need a new logo
Our design team can create you new logo.

I Have a logo
No need to recreate it, here it is.

Animation:

Flash Animation
Custom made flash animation.

3D Animation
Show off your product in 3D!

No Animation
I'm good, just stick with the images.

THATS IT!

That's it! We should have enough to get started on your website. If there are any other details needed for the production of your new site to begin, please don't be afraid to pick our brains!

Notes:
