

# PROJECT QUOTATION - BRIEFING



## 1. General Information

<b>Name</b>	<b>Phone</b>
<b>Title</b>	<b>Email</b>
<b>Company</b>	
<b>Address</b>	
	<b>Interviewer</b>
<b>Current Website</b>	<b>Date</b>

## 2. What general goals do you want your Website to accomplish?

- |  |  |
|--|--|
| <input type="checkbox"/> Produce new, qualified leads            | <input type="checkbox"/> Increase the image/prestige of your business      |
| <input type="checkbox"/> Commerce (sell products)                | <input type="checkbox"/> Reduce your overhead (postage, printing, etc.)    |
| <input type="checkbox"/> Leverage other advertising              | <input type="checkbox"/> Test a new sales letter or perform test marketing |
| <input type="checkbox"/> Improve customer service                | <input type="checkbox"/> Provide photos specific to your company           |
| <input type="checkbox"/> Build an email list                     | <input type="checkbox"/> Educate about your company, service or product    |
| <input type="checkbox"/> Provide detailed product info           | <input type="checkbox"/> Provide articles to visitors                      |
| <input type="checkbox"/> Answer FAQs                             | <input type="checkbox"/> Provide map or directions                         |
| <input type="checkbox"/> Provide testimonials                    | <input type="checkbox"/> Provide links to other websites                   |
| <input type="checkbox"/> Provide audio or video                  | <input type="checkbox"/> Provide a calendar                                |
| <input type="checkbox"/> Keep customers current on changing info |  |
| <input type="checkbox"/> Jump ahead of your competition          |  |

## 3. Describe any other goals not mentioned above:

## 4. Describe your business (what is the nature of your products/services):

## 5. Five adjectives that describe your business:

**6. Please list any slogans or catch-phrases used for your business:**

**7. Who is your target market?**

**8. What is the single most important action a visitor would take when visiting your Website? If you have different categories of visitors (i.e. customers, affiliates), please describe each group and their most important action.**

**9. List the URLs of three of your primary competitors:**

**10. If you are planning an e-commerce site (selling products on-line with on-line payment options) describe your product line, how many products would be listed, and whether you would want the products categorised.**

**11. Is your business geographically contained and if so, describe the geographic boundaries:**

**12. Describe any specific services you already know you want:**

- |  |  |
|--|--|
| <input type="checkbox"/> Web Design, Development         | <input type="checkbox"/> Hosting Selection & Set-up                            |
| <input type="checkbox"/> Flash Design, Development       | <input type="checkbox"/> Training  |
| <input type="checkbox"/> Web Consulting                  | <input type="checkbox"/> Search engine optimization, submission and monitoring |
| <input type="checkbox"/> Other Design (graphic, logo)    | <input type="checkbox"/> Statistics  |
| <input type="checkbox"/> Custom web-oriented copywriting | <input type="checkbox"/> Database development                                  |

**13. Do you already have a “brand” for your business, (i.e. colours, logos, or marketing materials)? If so, how can we obtain these materials from you?**

**14. Do you want us to design the look and feel of your site or do you plan to use a 3rd party? If so, who is the 3rd party?**

**15. Do you have a specific look and feel in mind for your site, if so, describe the look (contemporary, conservative, elegant, expensive, trustworthy, etc.)?**

**16. Do you have a colour palette in mind and if so, what are the colours?**

**17. Do you have fonts in mind and if so, what are they?**

**18. Please give the URLs of three sites you really admire for their look and feel and want something similar for your site. Also describe what you like about each site.**

**19. Does your site have to be “unique” or would you like to explore low-cost alternatives such as Website templates? (An existing design that is customized with your logo and content)**

**20. What is your budget for all of the services you desire?**

**21. If you want to be found in search engines, describe 20 keywords that you would want to be used for finding your site:**

**22. Name, to the best of your ability, each page that you would like in your site along with a brief description of the content. Please indicate where the content does not exist and will not be supplied by you:**

**23. Do you want Flash (animated) elements on your site and if so, describe what you have in mind:**

**24. If your Website will display photos (such as portfolios) or lists of links, please indicate how many of each will be listed/displayed.**

**25. Do you already have a domain name or will you need us to register one for you?**

**26. Do you already have a hosting provider or will you need our help with selection and setup?**

**27. How do you plan to maintain the site after it is finished? Will you need training or do you have plans for us to maintain the site for you?**

**28. How did you hear of us?**

**29. Other questions or comments?**