

## Client Questionnaire

Required for Website Design Bid  
(Please print and complete)

Client/Company Name: \_\_\_\_\_

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### Contact Information

1. Who is the contact person responsible for overseeing your participation in the website development? List name and contact information for this person.

Name:

Email:

Phone:

2. Who has final approval on the project? List name and contact information for this person. If this is a Board of Directors, please list "Board of Directors".

Name:

Email:

Phone:

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### Service

1. Do you need to redesign an existing site  or create a new site?

2. What type of site do you need?

- |  |   |   |  |
|--|---|---|--|
| <input type="checkbox"/> eCommerce         | <input type="checkbox"/> Business/Company   | <input type="checkbox"/> Informative    | <input type="checkbox"/> Non-profit organization |
| <input type="checkbox"/> Advertising flier | <input type="checkbox"/> Personal home page | <input type="checkbox"/> Personal event | <input type="checkbox"/> Other                   |

Please describe:

3. What is your target deadline for having your site available to the public?

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**Company Information (If this is for a personal site, please skip this section.)**

1. What is your Company's Objective or Mission Statement? (If you do not have one, what is the nature of your business?)

2. How do you envision this project supporting your company's missions and objectives?

3. How will you judge the success of this project? (What is a "win" for you?)

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**Purpose of Website**

1. What do you hope to accomplish with this web site? Please select all that apply.

- Educate       Sell       Entertain       Survey       Answer FAQ's  
 Generate leads       Generate business       Forum for discussion       Other

Please describe:

2. Who will your typical visitors to your website be? (This is your "target audience.")

Please list any information you think may be relevant such as age, gender, income, political affiliation, education level, ethnicity, primary language, religion, location, etc.

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**Budget**

What is your company's budget for this project? *(We do not use this figure when calculating the price of the project. This information allows us to make suggestions and decisions that align with your budget)*

Development: \$

Maintenance: \$

Hosting: \$

Promotion: \$

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## Domain Name

1. Do you have a domain name for your site? (i.e. <http://www.mydomainname.com>)

Yes  No If so, what is the domain name? \_\_\_\_\_

2. If you do not already have a domain name, would you like our assistance developing one?

Yes  No If yes, please list a few ideas for domain names: \_\_\_\_\_

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## Web Hosting

1. A Web Host is the company that will hold your website files and make them accessible on the World Wide Web. Do you have a current website host or preferred host?

Yes  No If so, who is it?

2. If you do not have a host, would you like us to recommend one for you?

Yes  No

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## Maintenance

1. How frequently will this site need to have information updated?

2. Who will be responsible for updates and for checking the site periodically to make sure it is still working properly? Please list name and contact information.

(We do provide maintenance service; please let us know if you are interested in E|TOUCHED maintaining your site on a regular basis)

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## Content

Content is the information and features you include on your website.

1. Do you already know what pages you would like to have? If so, please select all that apply.

- |   |  |                                    |   |
|---|--|------------------------------------|---|
| <input type="checkbox"/> A Flash (Movie) Intro Page | <input type="checkbox"/> Services/Products | <input type="checkbox"/> Events    | <input type="checkbox"/> Employment         |
| <input type="checkbox"/> Home                       | <input type="checkbox"/> Registration      | <input type="checkbox"/> FAQ       | <input type="checkbox"/> Map and Directions |
| <input type="checkbox"/> Order Form                 | <input type="checkbox"/> Contact Us        | <input type="checkbox"/> Locations | <input type="checkbox"/> About Us           |
| <input type="checkbox"/> About Us                   | <input type="checkbox"/> eCommerce         | <input type="checkbox"/> Portfolio | <input type="checkbox"/> Links              |
| <input type="checkbox"/> Industry News              | <input type="checkbox"/> Site Map          | <input type="checkbox"/> Other     |   |

2. Are there specific features or effects you would like to include on your website?  
If so, please select all that apply.

- |   |   |   |
|---|---|---|
| <input type="checkbox"/> Slide Show         | <input type="checkbox"/> Video Clip   | <input type="checkbox"/> Audio Files    |
| <input type="checkbox"/> Pop-Up Advertising | <input type="checkbox"/> Animated Graphics  | <input type="checkbox"/> Shopping Cart  |
| <input type="checkbox"/> Search Engine      | <input type="checkbox"/> Printable PDF pages  | <input type="checkbox"/> Business Forms |
| <input type="checkbox"/> Guest Book         | <input type="checkbox"/> Rollover Effects (Buttons, graphics or photos that change when the mouse rolls over them.) | <input type="checkbox"/> Other          |

3. What items do you already have that we can use on your website? Please select all that apply.

- |   |                                    |                                      |
|---|------------------------------------|--------------------------------------|
| <input type="checkbox"/> Existing Website Content | <input type="checkbox"/> Brochures | <input type="checkbox"/> Newsletters |
| <input type="checkbox"/> Text on Disk             | <input type="checkbox"/> Fliers    | <input type="checkbox"/> Photographs |
| <input type="checkbox"/> Graphics                 | <input type="checkbox"/> Forms     | <input type="checkbox"/> Database    |
| <input type="checkbox"/> Other                    |                                    |                                      |

\*Please make sure you have the legal property or usage rights of any content, graphics or photos you wish to display on your website.

**Tip:** The professional appearance of your website has a lot to do with the photos or graphics you choose. If you need us to find or create graphics or photos for you, we will be happy to provide that service.

Would you like us to design custom graphics, logos, or create/find digital images for you? If yes, please specify.

- No  Yes \_\_\_\_\_

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## Style

1. Choose three to five adjectives you would like the style of your site to express.

- |                                       |  |                                       |   |                                   |
|---------------------------------------|--|---------------------------------------|---|-----------------------------------|
| <input type="checkbox"/> Professional | <input type="checkbox"/> Sophisticated | <input type="checkbox"/> Conservative | <input type="checkbox"/> Fun              | <input type="checkbox"/> Friendly |
| <input type="checkbox"/> Formal       | <input type="checkbox"/> Casual        | <input type="checkbox"/> Progressive  | <input type="checkbox"/> Serious          | <input type="checkbox"/> Classy   |
| <input type="checkbox"/> Easy         | <input type="checkbox"/> Experts       | <input type="checkbox"/> Humorous     | <input type="checkbox"/> Service-oriented | <input type="checkbox"/> Other    |

2. Select any visual elements or styles that **MUST** be utilized from existing materials

- Logo  Letterhead  Key phrases  Colors  Typeface (font)  Other

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## Colors

Do you have a preferred color scheme for your website? Please select all that apply.

- |  |  |  |                                      |                                       |
|--|--|--|--------------------------------------|---------------------------------------|
| <input type="checkbox"/> Company's logo colors | <input type="checkbox"/> Blues         | <input type="checkbox"/> Greens        | <input type="checkbox"/> Yellows     | <input type="checkbox"/> Oranges      |
| <input type="checkbox"/> Reds                  | <input type="checkbox"/> Purples       | <input type="checkbox"/> Black & White | <input type="checkbox"/> Autumn hues | <input type="checkbox"/> Winter tones |
| <input type="checkbox"/> Spring colors         | <input type="checkbox"/> Summer colors | <input type="checkbox"/> Bold          | <input type="checkbox"/> Metallic    | <input type="checkbox"/> Neon         |
| <input type="checkbox"/> Muted                 | <input type="checkbox"/> Pastel        | <input type="checkbox"/> Earthy        | <input type="checkbox"/> Ocean       | <input type="checkbox"/> Other        |

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## Inspiration

Are there any websites that have a look and feel you admire? If so, please list their domain names (i.e. <http://www.etched.com>) and identify the particular features you find most appealing.

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Thank you for taking the time to answer this questionnaire, and please let us know if you have other comments, questions or instructions.

Please remit to:

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