

Basic Info – Part 1

- Name
- Business/Organization
- E-mail
- Phone
- Please list any current domain names and/or any existing web sites...
- Please enter the current web site host and domain registrar if known...
- When would you like your web site to be launched?
 - 1 -3 months / 3 – 6 months / 6 months or longer
- Do you plan to maintain your own site?
 - Yes / No / Not sure at this time

Purpose & Design – Part 2

- What is the PURPOSE of your web site? Select as many as apply.

Attract new customers	Buy products
Communicate with you	Entertainment
Gather data	Generate sales
Hire you to perform a service?	Improve communication
Increase recognition	Increase customers
Offer customer support	Other - Please explain below

- What IMAGE / STYLE do you want to project? Select as many as apply.

Affordable	Casual
Contemporary	Conservative
Corporate	Cutting Edge
Expensive	Formal
Friendly	Serious
Personal	Traditional

- What COLORS best reflect you vision for the site?

Use current site scheme	Earthy
Warm and sunny	Cool sophisticated shades
Black and white / grayscale	Soft pastels and tints
Primary colors	Rich saturated hues

Site Content – Part 3

– What TYPES of CONTENT do you envision for your site? Check all that interest you:

- | | |
|---------------------------|--------------------------------|
| A directory of businesses | Gift Certificates |
| About our business/org. | Guestbook |
| Articles | Helpful hints |
| Blog | History of business/org. |
| Biographies / portraits | How to find us / map |
| Booking facility | Image gallery |
| Calendar of events | Job application form |
| Calendar or diary | Job vacancies |
| Case studies | Links to other web sites |
| Chat room | List of product/services |
| Competitions | Member areas (login) |
| Contact form | Music or video |
| Contact information | News |
| Database | Newsletters |
| Directions | Newsletter sign up form |
| Discussion forum | Ordering facility |
| Documents to download | Printable PDFs |
| E-books | Partners / alliances |
| E-cards | Payment facility |
| E-mail gathering database | Photo gallery |
| E-mail page to friend | Press releases |
| Enquiry form | Product/services catalogue |
| Event registration form | Project portfolio |
| Events calendar | Reservations |
| FAQs | Reservation availability |
| Fax-in order sheet | Search facility |
| Games | Shopping cart |
| Site map | Third party advertising |
| Site search box | User guides |
| Site statistics | Web cam |
| Subscribe to mailing list | What's new on the site |
| Testimonials | Other - Please describe below: |

Web Site Examples – Part 4

- When designing a project it is helpful for clients to provide examples. Please try to give me three model sites that have the level of style, the tone and mood that you would like for your site and state what it is that you like about each of them (copy, colors, layout, function, etc.).
- It is also helpful for clients to provide examples of sites that they don't like. Please try to give me three model sites that you dislike and state what it is that you do not like about each of them.
- Finally, please provide any competitor's sites and describe what you like and dislike about each of them.