

## Contact Information

Company Name \_\_\_\_\_  
Contact Name \_\_\_\_\_ Title \_\_\_\_\_  
Address \_\_\_\_\_  
Phone \_\_\_\_\_ Fax \_\_\_\_\_  
Email \_\_\_\_\_

How did you hear about Think New?

\_\_\_\_\_

## Services

What Web Services are you interested in? Check all those that apply.

- |  |  |   |
|--|--|---|
| <input type="checkbox"/> Web Site Design & Development   | <input type="checkbox"/> E-commerce                | <input type="checkbox"/> Database Development     |
| <input type="checkbox"/> Logo Design                     | <input type="checkbox"/> Search Engine Placement   | <input type="checkbox"/> Redesign of current site |
| <input type="checkbox"/> Scanning and Image optimization | <input type="checkbox"/> Web Site Marketing        |   |
| <input type="checkbox"/> Image and Graphic sourcing      | <input type="checkbox"/> Web Site Hosting          |   |
| <input type="checkbox"/> Custom design                   | <input type="checkbox"/> Domain Name Registration  |   |
| <input type="checkbox"/> Web Site Maintenance            | <input type="checkbox"/> Content Management System |   |
| <input type="checkbox"/> Site Analysis                   |  |   |

Who will be the contact person(s) for your Web site?

\_\_\_\_\_

Are you scheduling other events around this deadline?

\_\_\_\_\_

What is the budget for your project? Does this include hosting and maintenance?

\_\_\_\_\_

Would you like the project broken down in phases to help you meet your goals?

\_\_\_\_\_

Is there a deadline for this project?

\_\_\_\_\_

Will this be a new Web site design or redesign of existing Web site? If you already have a Web site will you be using your existing content?

\_\_\_\_\_

## Background

Describe the nature of your business.

\_\_\_\_\_

Describe your target audience (i.e. average age, special interests, income level, education level). Do they have any special needs?

\_\_\_\_\_

List the services that your company provides:

\_\_\_\_\_

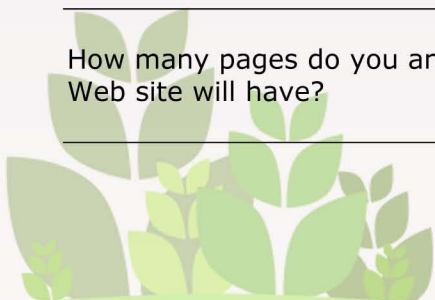
\_\_\_\_\_

How many pages do you anticipate that your Web site will have?

\_\_\_\_\_

Do you currently have marketing materials that we should incorporate into our design?

\_\_\_\_\_



## Goals, Purpose, Concept, Focus, Direction, Strategy and Message

What is the core purpose of your website? Check all those that apply.

- |   |   |                                      |
|---|---|--------------------------------------|
| <input type="checkbox"/> Entertainment                                  | <input type="checkbox"/> Increase sales                     | <input type="checkbox"/> Gather data |
| <input type="checkbox"/> Increase corporate, brand, product recognition | <input type="checkbox"/> Improve internal communication     | <input type="checkbox"/> Other _____ |
| <input type="checkbox"/> Reduce customer service calls                  | <input type="checkbox"/> Increase prospective customer base |                                      |

What is the primary message you wish to convey?

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Do you have any specific design elements in mind?

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What kind of interactivity will your site need?

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## Style, Design Message, Theme

What image do you want your site to project, what should be "the look and feel"?

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Sites designed for the same target audience:

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Sites I like the user interface or layout:

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Please list some examples of sites that you like.

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Please list some competitor's sites and what you like and dislike about them.

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Sites where I like the navigation:

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Please list some sites that you like in general/overall. Explain what you like and dislike.

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Sites where I like the color scheme:

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Please list sites that you do not like. Explain.

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Sites where I like the branding or image:

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## Logo and Corporate Identity

Do you have a company logo? ☐ Yes ☐ No

Do you have a company slogan and/or mission statement? ☐ Yes ☐ No

Do you have a corporate color scheme or any symbols/icons that we should incorporate in our design? ☐ Yes ☐ No



## Content

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Do you already have image/graphic content for your Web site? ☐ Yes ☐ No

Do you need our assistance scanning or preparing your images? ☐ Yes ☒ No

Approximately how many photos/graphics would you like to use on the site? \_\_\_\_\_

Do you have a separate budget for images? ☐ Yes ☐ No

Do you have text content ready for your Web site? ☐ Yes ☐ No

Would you like us to help develop textual content for your site? ☐ Yes ☐ No

Do you have anything in mind for background images or colors?  
\_\_\_\_\_

## E-commerce

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Are you going to be accepting credit cards? ☐ Yes ☐ No

If so do you currently have a merchant account? ☐ Yes ☒ No

List the name of your merchant account if you have one. \_\_\_\_\_

How many products and/or services do you plan to sell? \_\_\_\_\_

## Maintenance

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Would you be interested in having us do updates and maintenance to your site? ☐ Yes ☐ No

How often would you require updates?  
Daily ☐ Weekly ☐ Monthly ☐  
Quarterly ☐ Other ☐

Do you require us to train an employee? ☐ Yes ☐ No

Would be interested in assistance from us to promote your site and/or register you with search engines? ☐ Yes ☐ No

Are there parts of your site that will need to change regularly (i.e. products, prices, announcements, etc.)?  
\_\_\_\_\_

What is your number one business problem? How could a new Web site assist you in solving this problem?  
\_\_\_\_\_  
\_\_\_\_\_

## Set-up & Hosting

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Do you currently have a Web hosting package? If so, what company currently hosts your site?  
\_\_\_\_\_

Would you like us to host your site? ☐ Yes ☐ No

What email software do you currently use?  
\_\_\_\_\_

How many email accounts will you need? \_\_\_\_\_

Do you currently own your own domain(s)? ☐ Yes ☐ No

If not would you like help in acquiring and registering one? ☐ Yes ☐ No

If yes, please list your top three choices and we will find out if one of your choices is available.

1 \_\_\_\_\_

2 \_\_\_\_\_

3 \_\_\_\_\_

If you already own your own domain(s) please list below as relevant to this project.  
\_\_\_\_\_  
\_\_\_\_\_

Would you like access to Web statistics on your site? ☐ Yes ☐ No

