

FrankTycker.com

Your Online Project Questionnaire:

This questionnaire is meant to help you!

It lists a series of questions that we will most likely go over in our first meetings, and will help define the project goals.

Please answer each question to the best of your ability. Leave blank anything that does not apply or is unclear. If you have questions jot them down as well. When you have completed the questionnaire, you can attach it in an email, copy paste it into an email, or print it out and bring it with you when we meet. This will allow us to have some background info to establish goals, and directions, and a basis that we can discuss about your project in further detail.

I. Background & Goals

Company Contact

Who will be the main contact from your company to oversee this project? Please list name, phone number(s) and email address.

Your Company

Please provide a brief corporate and industry description. Include contact information and a description of the group who will be working on the project.

Please briefly describe what your company does.

How long have you been in business?

How many employees do you have?

Where are you located?

Do you have a current website? If so, what is the URL?

The Project

What is the mission statement or summary of your project?

What are the basic goals of this project? (e.g., branding/identity reinforcement, improved access to information, direct sales, corporate communication, online advertising / marketing, search engine ranking, special functionality, etc.)

Do you have an idea of what the site architecture will/should be? (e.g., About Us, Products, Services, Contact Us, etc.)

Do you need a logo/brand developed?

What are your schedule requirements?

What is the budget for this project? Is there an acceptable budget range or a "not to exceed" figure based on the level of services? Please explain.

Do you have an advertising budget ?

In its entirety, the site will consist of approximately how many pages?

II. Audience, Content, and Functionality

Audience

Do you have a clear understanding of your target market? Age groups & demographics?
How do you want your brand perceived?

Content

Do you have a "Content Document" which has copy for each page written?

Where will content/copy come from for each page of the site? Will it be new, repurposed, or both?

Will you need strategic messaging and/or copywriting support?

Do you have imagery and graphical assets ready or available for direction ?

Will you need strategic imagery and or graphical assets support?

How often will you add new content?

Who will update the content? Will you need a webmaster ?

Functionality

What advanced functional requirements do you believe to be necessary? (e.g., password protected areas, download areas, database, ecommerce, etc.)

If you're looking for an ecommerce site, how many products are you selling?

Have you chosen a hosting company?

Do you have any programming language/hosting platform preferences? (.NET, ASP, PHP, etc.)

Do you have a domain name registered? How many ?

III. Competitive Analysis

Find the three highest quality sites (more is better) on the Web that relate to your project and save their URL's/domain names so we can look them up and discuss them with you-

Websites you like in regards to design, functionality, or usability:

Your competitors' sites: