**Website Development Questionnaire**

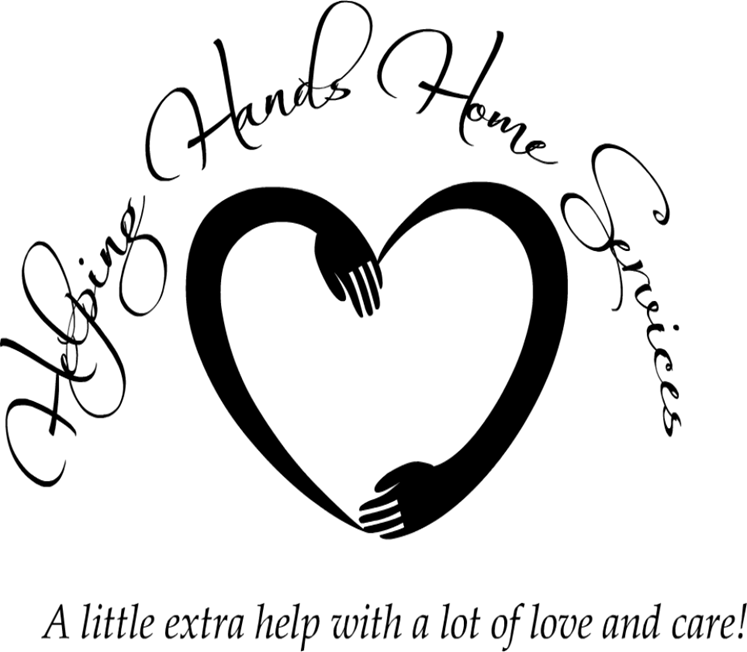
Please take your time to fully read and ANSWER ALL OF THE FOLLOWING QUESTIONS, we will return the questionnaire if the answers to all questions are not provided. When you respond to the questions please use simple words, be professional, and try to give us as much info as you can. However, do not lose the point of the question. If the statement of work is completed properly we will have fewer reviews, the job will be done much faster and it will help us deliver the website you expect.

**Info & specifications**

Usually we split the Website development process into two stages as follows:

**Design information**

* We need your logo, preferably in vector format, but any kind of format in high resolution is OK.



What is the main goal of the website?  
**To provide information about the business.**

* What image do you want to present? ( conservative, avant-garde, trendy, intellectual, trust worthy, knowledgeable, relaxed, prosperous ) – (corporate look and feel = trust worthy + relaxed + prosperous)   
  **Trustworthy, dependable and knowledgeable.**
* Please indicate a minimum of 3 websites that you like and tell us why and what you like for each example. (The question is made for us to understand what type of design you like and it will give us an idea of the look and feeling that you expect).

<http://www.beckyshelpinghand.com>

**Simple and to the point. Easy navigation.**

<http://www.homeinstead.com>

**Simple, no distracting banners, text size adjustment, side pull down menus so you don’t have to search, easy accessibility.**

<http://www.qualityhomestaffing.com>

**Very clean, concise, professional, and easy to navigate**

<http://www.wstam.com>

**The drop down menus, the graphics, the ability for clients to login to view additional information not privy to the public.**

* Please indicate a minimum of 3 websites that you do not like and tell us why and what you do not like for each example. (The question is made for us to understand what type of design you do not like and it will give us an idea of the look and feeling that you do not expect).

<http://www.seniorcorp.com>

**Informational but too busy for seniors (target audience).**

<http://www.accessiblehomehealthcare.com>

**Too busy and too vague.**

<http://www.stayathomepc.com>

**Very busy and may be overwhelming for clients.**

* Describe what your company does, what product and/or service you want to promote through the website.

**Helping Hands Home Services will initially offer Personal Care and Respite Care services to qualified recipients. Our goal is to provide quality help with the activities of daily living of the elderly and/or disabled individuals in our local community. Our agency wants every client to experience the highest quality of life on a day-to-day basis.**

* Please provide us with the sitemap. ( The site map is the structure of the site, the website menu links )

**Overall Information**

* Who is your company’s target audience?

**Target audiences are senior/elderly that wish to have home health care services provided to them in the comfort of their own home.**

* Describe the people and how your company is handling them.  
  **To create a sustainable value with the clients and their families, by delivering outstanding services and business practices that help our clients experience safe, dependable and professional services by: maximizing and improving operational efficiencies, providing on-going training, personalize care for client satisfaction, while maintaining the highest level of business integrity through utilizing professional, reliable, certified, licensed and bonded resources to achieve sustainable growth in the health care industry.**
* Which are, in your opinion, the company’s main assets?

**Our company’s main assets are the services that we provide through professional, courteous, and friendly employees.**

* Why should people rely on your company’s services or products?

**The most dependable, affordable and most importantly qualified personalized care in the comforts of their own home.**

* List your competitor’s sites and tell us the strengths and weaknesses of their websites.

**Strengths – ease of navigation, easy to read, very informative, adjustable text size, page printing on each page, contact info easily accessible.**

**Weaknesses- pull down menu placement and size, distracting slide shows, very busy home page.**

* Any other comments.