***Template Design Information Gathering Form***

**Q1. Who is your target audience or community (age, locality, interest)?**

Mainly young and middle-aged people who own a small to medium website or are internet users who want to earn a small income. But the actual user base should be very broad (various ages, various localities, various interest) so that website promoters can “buy” targeted views for their website if they so wish.

**Q2. Who is your competition?**

[www.easyhits4u.com](http://www.easyhits4u.com)

[www.trafficswarm.com](http://www.trafficswarm.com)

[www.10khits.com](http://www.10khits.com)

### Q3. Image & Style

The visual metaphors, graphic design and color scheme of your web site will communicate volumes to the visitor about you and your business.

What IMAGE or feel do you want to project? (check as many as apply)

|  |  |
| --- | --- |
| *Traditional Contemporary Conservative Cutting edge Formal Casual Serious Friendly Corporate* | *Personal Expensive Affordable Professional Creative Low-Cost Exciting Elite Industry Leader Other:* |

**Q4. List a few sample sites which according to you are awesome.**

[www.easyhits4u.com](http://www.easyhits4u.com)

[www.trafficswarm.com](http://www.trafficswarm.com)

I think those sites are great from a functionality point of view rather than their design. I like the design of trafficswarm better but it’s not looking great.

Visually I think these look good:

<https://www.templatemonster.com/website-templates/hello-resume-cv-vcard-portfolio-html-template-website-template-70035.html>

<https://www.paidverts.com/> has some nice visual elements, too.

**Q5. List one or two sample sites with a similar structure and layout for your site?**

[www.easyhits4u.com](http://www.easyhits4u.com) has a similar general structure and layout of what I have in mind. Coloring looks a bit pale and old school to me though. My website should look more modern, professional yet still somewhat casual. Please refer to the e-mail conversations between Arpit and me. We’ve already discussed a few structural features there.

**Q6. Navigation bar should at the top or left hand side?**

Left hand side

**Q7. List any other layout specifications you would like to have on the home page or interior pages?**

It just needs to be easy to navigate for users which calls for a good navigation menu in my opinion.

**Q8. Please fully describe any design preferences you have. You can type as much as you like.**

See logo document Q5

**Q9. Please list a few web sites that have an image or style that you DO NOT like, and why.**

<http://trafficg.com/> looks too hobby-style to me

<https://traffup.net/> changing color-theme across sub-segments of the website, somewhat boring, timid look

**Q10. What colors you want for your site? (Some popular colors are listed on next page for you to choose from)**

Also refer to logo document Q4. Let’s perhaps start with a combination of Gmail blue, white and Mozilla blue. Additional colors may be used as you see fit. We may need to adjust colors when I see samples of the website depending on the overall look and feel of the website.

### Some Popular Web 2.0 Colors

### *Neutral Colors*

Shiny silver [#EEEEEE]

Reddit white [#FFFFFF]

Magnolia Mag.nolia [#F9F7ED]

Interactive action yellow [#FFFF88]

Qoop Mint [#CDEB8B]

Gmail blue [#C3D9FF]

Shadows Grey [#36393D]

### *Bold Colors*

Mozilla Red [#FF1A00]

Rollyo Red [#CC0000]

RSS Orange [#FF7400]

Techcrunch green [#008C00]

Newsvine Green [#006E2E]

Flock Blue [#4096EE]

Flickr Pink [#FF0084]

### *Muted Colors*

Ruby on Rails Red [#B02B2C]

Etsy Vermillion [#D15600]

43 Things Gold [#C79810]

Writely Olive [#73880A]

Basecamp Green [#6BBA70]

Mozilla Blue [#3F4C6B]

Digg Blue [#356AA0]

Last.fm Crimson [#D01F3C]

Any Special comments: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_