**Website Questionnaire**

**Understanding Your Business**

1. Will the website be a completely new site or will it be a redesign of an existing site? ? (In case of website revamp, elaborate in a descriptive manner the changes that you would like to be implemented.)

# Yes completely new site

# Your business overview, products & services?

**Various Coffees from Puerto Rico & Caribbean**

1. What is your USP (Unique Sales Proposition or what makes you special)?

**Curating the best coffee in the best growing climate, making them available in different packaging to sell to largest audience.**

**Understanding Your Customers**

1. Please describe your target customers or the audience you intend to reach via your website. (For example: are they primarily other businesses, special interest groups, consumers, their interests, age, sex, social status, wealth bracket)?

**Almost everyone drinks coffee, we want to make Caribbean coffee available to the global market.**

1. How do they buy or acquire knowledge about your products or services at the moment?

**Partnerships with various growers/roasters in Puerto Rico and Jamaica initially. May expand to other growers over time.**

1. Does your target audience have any visual impairment or disability which we should be aware of?

# no

**Understanding Your Competitors**

# Please list some of your direct competitors’ websites or other sites which you think we should be aware of and why?

Many Many coffee brands we are specifically curating for the island of Puerto rico and Jamaica initially.

1. How do you plan to outflank the competition? Any unique ideas that you have to incorporate on your website.

# Coffee buyers club, subscriptions, coffee supplies, merchandise, tshirts, hats, coffee related merchandise. May expand into overnight pastries, cookies, madelines.

**Understanding Your Website Requirements**

1. Do you have premises you trade from or is this a purely online business?

# Purely online

# Do you have a logo, please provide source files? (Leave blank if the logo is designed by us)? Not yet

# Do you already have a domain name? If so, please state: Do you already have hosting and email accounts? (If so, please state the service provider and hosting package)

**I have a domain. No hosting or email yet.**

1. Do you have images that you would like to be used on your website? (If so, please provide in high resolution size)

# Not yet.

1. Do you have content for your website? (If so, please provide in editable word document)

**No not yet. We will be filming soon.**

1. What is the purpose of your website:

* Increase footfall to your premises?
* **Increase business by introducing online sales?**
* **Sell products online**
* **Promote a new product or service?**
* **Collect information electronically (eg: online surveys)?**
* **Increase membership/loyalty/support?**
* **Show a portfolio of work/products?**
* **Increase visitor numbers?**
* Other

Any further information?

Become a reliable source of high quality coffee for consumers.

**Understanding Your Website Functionality**

1. Do you want to be able to update some or all of the pages within the site yourself (a CMS or Content Managed System)?

**yes**

1. Will there be any online forms for visitors to complete on your website?

**no**

# Do you require any online booking or reservation system?

**Yes to “whole in da wall” restaurants that use our coffee. Both Websites can work with and for each other…**

# Does the site need to link with an existing back office system, eg. database or EPOS? If yes, please state:

**Not yet…**

# Will users need to search sections of the site?

**Do not know…**

# Will any areas of the site need to be password protected?

**Member site….**

# Will all or part of the site be in any language other than English? If so, please state:

**Possibly Spanish in the future….**

**Navigation**

Please list the different pages or menu categories that are likely to be required within the site.

As a matter of good practice we will usually include a site map, privacy statement, your conditions or terms of use along with a statistics package like Google Analytics or similar.

Menu Tabs (example: Home | About | Services | Contact Us)

# Sort coffee roaster by location on the island. By year round climate and elevation…

# Would there be a blog integrated to your website?

Yes. A discussion blog and spotlight about various roasters

1. Identities you like or dislike? (Share 3 references at least)

# Do’s and Don’ts

**Online Selling (Leave Blank if not applicable) It is going to be an exchange where we will sell about 30 different coffee roasters.**

If you intend to make sales over the web:

1. How many products/categories and products within each category do you want to sell?

**All coffee from various towns in Puerto Rico and Various Towns in Jamaica.**

1. Will your clients buy your products/services online using a credit or debit card or contact you by phone?

Credit card.

1. If you are selling online, do you already have a merchant account or will you be using PayPal?

# No I do not

# Do you have a ‘real world’ shop or shops and if yes how many?

**Many many coffee roasters we will feature on the site and make available via the exchange.**

# Do you use stock control software, if so which?

**no**

# Is there a need to link into your accounts software, if so which package?

**Not yet…**

# Do you have any special issues concerning foreign currencies, sales tax, shipping etc.?

possibly

# Animations & Video Clips (Leave Blank if not applicable)

Do you require any animation, moving images or video clips?

# Please describe what you require and, if appropriate, the addresses of other sites which use similar techniques

Yes we will be going to each coffee roaster and creating content. Initially we will just use Roasters Logo, but eventually create our own content and upload Coffee Roaster Profile video

# Social Media Integration (Leave Blank if not applicable)

1. Please specify social media platforms to be linked to your website.

Instagram, Tik Tok, YouTube,Facebook, others

# Provide links to existing social media profiles (If any)

# Web Portal (Leave Blank if not applicable)

1. What would be the purpose & features of your web portal? (Social, Professional, jobs & dating)

Professional.

# What will be your user type?

**Consumers of coffee**

# What will your visitors be able to see & do through the user interface?

Learn about various roasters methods and traditions, and order coffee and merchandise.

# Do you have a structure in mind for your web portal? (Any references that you would like to share)

**Open to suggestions. Remember it is an exchange where we want to profile many coffee roasters and various coffees and merchandise**

1. Will there be any third party integration or specific back end development that we should know of?

Possibly. Email to start.

# SEO Services (Leave Blank if not applicable)

1. How will people find your website – is it important that you are highly ranked in search engines?

Eventually we will use SEO services

1. If searching for your site within a search engine, what keywords and phrases might be used?

# Coffee, Caribbean, Jamaica, blue mountain, Puerto Rico coffee, Caribbean Coffee, nespresso, keurig

1. If searching for your site within a search engine, what keywords and phrases might be used? **Puerto rican coffee, Caribbean coffee, Jamaican coffee, coffee.**

# Do you require a pay per click package?

**Do not understand.**

**Deadlines & Budget**

1. Please indicate deadline for site to go live?

# Early version by November as we are going to Puerto Rico to film content.

# Please indicate any budget constraints.

**Already price negotiated**

1. Please provide any information which you think we might need to know, which hasn’t been covered in your answers?

# ??

# Once completed, please email this document to your Project Manager at iwebnext.com@gmail.com.

**Note**: The following information will be used strictly for the purpose of order fulfillment and to have a clear understanding of your business; it will not at all be distributed to any third party service vendors.

# Your input is valuable to us and we strongly encourage you to brief as much as you can. However, we will be corresponding with you at every step of the process even after receiving this document as website varies enormously in content & functionality. Any future alterations to the following specifications will subject to additional charges. Carefully submit your details as it would be the building blocks for our design work

# Disclaimer

We are fervently anticipating the commencement of project execution. Our assembly of developers, designers, and content writers stands unparalleled in the industry, adhering to the most current benchmarks. The excellence and sophistication inherent in the final deliverables are poised to eloquently attest to their own merit.

**Thanks & Regards,**

**Aniket Dubey**

**Project Manager**

**Team iWebNext**

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