

Project Questionnaire

* Required

First Name: *

Kathy

Last Name: *

Baker

Email: *

kbaker@gmail.com

Company: *

Newman Energy

Company Role: *

Project Manager

Phone: *

(800) 444-9999

Decision Makers: *

Kathy Baker, Project Manager
Tyler Newman, Founder and CEO
Cortez Milner, COO

Current language and database platform:

-PHP/CSS/HTML -Bootstrap

Project Description

None of the following answers are required. Only complete what you want. Thank you.

What is the scope of your project? *

Web Development ▼

Other: *

Website project

Company Overview:

Newman Energy will look to make a statement in the energy industry through application of solar and wind energy technologies and solutions. This company was developed and created in 2012 by Tyler and Riley Newman.

What you have currently?

Do you currently have a website? (Leave blank if not)

N/A

Do you have a logo, corporate colors, and/or brand book?

There is no brand book created. Company colors are green, white, yellow, black, and blue.

Do you need to arrange web hosting? *

- ☒ Yes, host the website for me
- ☐ No, I will arrange website hosting
- ☐ Not Sure

Do you have any content at the moment?

No

What you want?

What is the project's main purpose? (Check/tick where applicable)

- ☒ to establish web presence
- ☒ to increase marketing and product branding
- ☐ to increase sales
- ☐ to generate business leads
- ☐ to increase internet presence of the organization
- ☐ to generate requests for information
- ☒ to support existing advertising and promotional efforts
- ☐ to offer customer service
- ☒ to promote information on products/services
- ☐ to build database of emailing
- ☒ to provide directions to customers
- ☒ Feedback forms, contact forms, auto responders
- ☐ Online Search
- ☐ Survey customers/prospects
- ☐ to recruit new employees/new job opportunities
- ☒ to sell product or service
- ☐ to display a sample portfolio of products or work online
- ☐ Other:

What is the desired outcome from this project?(Check/tick where applicable)

- ☐ to leave an email address
- ☒ to make a purchase
- ☐ to contact you
- ☐ to fill out a form

☐ Other:

What are the features you are looking for?

Note: This is a placeholder. Remember to edit this!!!

Newsletter subscription, Contact form, eCommerce shop

Your brand

Select from below to characterise your brand: (Check/tick where applicable)

People-Oriented ▼

Who is the website's target audience?

Newman Energy's target customer is a domestic family that earns total household income of \$20,000.

How big do you want this project to be? :

The website will hold at least 10+ pages.

Are there any sources that you want emulate or got the idea from?

energy.gov
pseg.com
clearviewenergy.com
nrel.gov
energypluscompany.com
ww2.ambitenergy.com/

Further Information

What is your budget?

- ☐ \$1,000-\$4,999
- ☐ \$5,000-\$9,999
- ☐ \$10,000-\$19,999
- ☒ \$20,000-\$50,000
- ☐ \$50,000-\$100,000
- ☐ \$100,000+

Ideally, when would you like the project completed?

Would like project to be completed March 2016. Earliest if possible.

Launch Date

The official launch date for website and grand opening of project is May 2016.

Further comments:

They are not computer literate, so would need help through the process.

Submit

Never submit passwords through Google Forms.

