**Web Development Questionnaire/Inventory Software**

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| **Contact Information** | | | | |
| **Your Name:** | | | | |
| **Your Business or Organization Name:** | | | | |
| **Email Address:** | | | | |
| **Phone:** | **Cell Phone:** | | **Fax:** | |
| **Address:** | | | | |
| **City:** | | **State:** | | **ZIP:** |

**About Your Organization**

**Tell us about your company. What do you do? Where are you located?**

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| **General** |
| **What is your current(or intended)web address/URL?** |
| **Do you have a web site hosting account? If so, what are the technical specifications like disk space, bandwidth, etc?** |
| **What Is the intended launch date for the new site?** |

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| **Site Redesign**(If this is not a site redesign ,please skip this section) |
| **What is your main goal for this redesign (e.g. better user experience, update look and feel, targeted if fervent audience)?** |
| **What aspects of your current site do you feel are successful, and why?** |
| **What aspects of your current site do you feel are unsuccessful, and why?** |
| **Do you plan to use content from the existing site, and, if so, which eeportions?** |

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| **Project Goals** |
| **Briefly describe your concept for the site. What service should it provide?** |
| **What is your main reason for this project (e.g. promote new product/service, make the site user friendly, target a specific audience)?** |
| **What end result would determine that the web site is a success (e.g. number of contact forms submitted or phone calls)?** |
| **Are there other considerations that could impact the project schedule (e.g. new product launch, marketing campaign)?** |

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| **Target Audience** |
| **Describe a typical user who will visit your site (gender, age range, location, level of Internet experience).Provide more than one profile if applicable.** |
| **What action(s) should a user perform when visiting your site (search for information, signup for an account, purchase a product or service)?** |
| **What are the key reasons why the target user chooses your company’s products or services (cost, service, value, etc.)** |
| **Do you know how many people visit your site each day, week or month?** |

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| **Content** |
| **Please identify any pages or features you envision as part of your site majorly the site menu (such as Home, About, Contact, etc):** |
| **Please list any additional or custom pages you would like.** |
| **Content Management.**  **How often will you need to update the website content?**  **Hourly** **Daily** **Weekly** **Monthly**   **How many content pages do you expect to publish on your site each month?**  **Who would you like to be responsible for the updates?** **Web site developer** **I’d like to update it myself** |

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| **Design** |
| **Use words to describe the look and feel you want (e.g. clean, balanced, modern, friendly, corporate)?** |
| **Is there a specific theme you had in mind to incorporate in to the website?** |
| **Do you have ideas of the colors to be used, and colors you don’t like?** |
| **Do you have existing business cards or other printed materials we need to match?** |
| **Please provide a list of websites you like or don’t like.**  **1 Web site:** **Like** **Don’t like**  **Why?**  **2 Web site:** **Like** **Don’t like**  **Why?**  **3 Web site:** **Like** **Don’t like**  **Why?**  **4 Web site:** **Like** **Don’t like**  **Why?**  **5 Web site:** **Like** **Don’t like**  **Why?** |
| **Please provide a list of competitors’ websites.**  **1. 2.**  **3. 4.** |
| **Do you have layout requirements or preferences?**  **Screen size:**  **No preference** **Stretch entire width of screen**  **1024x768**   **800x600**  **If the site is not the entire width of the screen, do you have a preference for alignment?**  **No preference**  **Left**  **Center**  **Navigation(main menu):**  **No preference** **Vertical left**  **Horizontal** **Vertical right** |

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| **Identity** |
| **Do you have a logo?** **Yes** **No**  **If Yes, do you have a digital copy of your logo?** **Yes** **No**  **If No, kindly fill out the logo questionnaire form on the website if you require us to design one for you.** |
| **Have you identified a tagline (e.g. Reach out and touch someone)?** |
| **List any important words you want people to associate with your company image/brand.** |
| **Do you have photos for your website?** **Yes** **No**  **If Yes, do you have the photos in digital form?** **Yes** **No** |
| **Do you have graphics or other art work for your website?** **Yes** **No**  **If Yes, do you have the graphics in digital form?** **Yes** **No** |
| **What important information do you count as very important and you would want to see on your home page** |
| **What do you want clients to be able to do on site majorly apart from getting major information about the company** |

Thank you.

Web (Developer)