

Client Questionnaire

Funnel style

E-store

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1. What kind of business is your company in?
2. What specific industries do you cater to?
3. On average, how many employees and departments do you have in your company/business?
4. How many people at your company/business will be involved with this project?
5. How did you manage your products or inventory, manually or you're using some applications(e.g. spreadsheets)?
6. What benefits do you expect from this project?
7. What keywords do you want people to use in search engines to find your site?
8. What are your design requirements?
9. What kinds of products will you be selling?
10. Roughly how many products will be listed on the site?
11. How would you like to organize your product?
12. Do you have product descriptions available?
13. Do you have high quality photos available for each product?
14. Do you want to allow product reviews or ratings?
15. Do you want to add social sharing icons to product pages?
16. Do you want the web site to track inventory?

17. Do you want to build an email list of customers for promotional purposes?
18. Do you offer quantity discounts?
19. Do you want to offer coupons?
20. Do you want to offer wish lists?
21. Do you have terms of service and refund policies in place for the site?
22. Would you want to integrate online payment methods in the system so that your customers will be able to pay online? (i.e. Credit Cards, Paypal)
23. Do you have any suggested features you'd like to be implemented in the system?
24. Does this project have a deadline?
25. What is your budget for this project? Are you willing to pay?
26. Do you have anything to add?