

# New project questionnaire

## Client Information

<b>Client Name:</b>	
<b>Account Manager:</b>	
<b>Contact Name &amp; Info:</b>	
<b>Budget/Terms:</b>	
<b>Time Frame/Launch:</b>	
<b>Date of Form:</b>	

## Section 1: Defining the Brand and Purpose

Brand Questions	Follow-up
<b>1</b> Does your organization currently have a website and/or blog? <input type="radio"/> - Yes <input type="radio"/> - No	If "Yes", what is the URL?
<b>2</b> If your organization has a current website and/or blog, what are its strengths?	
<b>3</b> If your organization has a current website and/or blog, what are its weaknesses?	
<b>4</b> What is the purpose of the new website or project? (check all that apply) <input type="radio"/> - Supply Information <input type="radio"/> - Sell Product <input type="radio"/> - Sell Service <input type="radio"/> - Other:	If "Other", define:
<b>5</b> What are the top 5 things the new website/project should convey to its audience? (Examples: products, product differentiation, brand awareness, services, departments, mission, etc.)	
<b>6</b> Does your organization have a "tag line"? <input type="radio"/> - Yes <input type="radio"/> - No	If "Yes", list:
<b>7</b> Does your organization have a Mission and/or Vision Statement? <input type="radio"/> - Yes <input type="radio"/> - No	If "Yes", define:
<b>8</b> Does your organization have a Brand Deck and/or Style Guide? <input type="radio"/> - Yes (Vector files only) <input type="radio"/> - No	If "Yes", when can it be delivered?

# New project questionnaire

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## Section 1: Defining the Brand and Purpose continued

Brand Questions	Follow-up
9 Does your organization require assistance in creating a Brand Deck and/or Style Guide? <input type="radio"/> - Logo creation <input type="radio"/> - Pallet creation <input type="radio"/> - Font creation <input type="radio"/> - Other:	Define applicable need:
10 Who is the organizations competition? Please also list URL's if possible.	
11 Are there any websites that are interesting to you and your organization? They could be interesting for their layouts, functionality, pallet, mood, etc. Please list up to 5	
12 Does your organization have print and/or media materials that we may review to broaden our understanding of your brand and business? <input type="radio"/> - Yes <input type="radio"/> - No	If "Yes", when can they be delivered?

## Section 2: Marketing

General Marketing Questions
1 What are your organizations marketing goals? (Sales growth, brand positioning, form filling, interaction with customers, phone calls, etc.)
2 What does your organization want to accomplish in the next 6-12 months?
3 What drives the business, and how does your audience help achieve positive results?

# New project questionnaire

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## Section 2: Marketing continued

### General Marketing Questions

- 4 What would a successful marketing campaign look like for the organization?
- 5 What does the organization offer your target market that others do not?
- 6 How does your organization communicate with your audience? How often?
- 7 In what context do customers come to the organization for help and how do they communicate with support or customer service?
- 8 How many leads/sales do the current efforts generate?
- 9 How much is a lead/sale worth or how much is the organization comfortable spending to acquire a lead or make a sale?
- 10 What keywords best describe the business?
- 11 Does your organization currently use analytics tools such as Google Analytics?  
☐ - Yes  
☐ - No
- 12 Would your organization have interest in setting up a reporting strategy with us?  
☐ - Yes  
☐ - No
- 13 Does your organization currently use Adwords and/or PPC?  
☐ - Yes  
☐ - No
- 14 Would your organization have interest in setting up an Adwords/PPC strategy with us?  
☐ - Yes  
☐ - No

# New project questionnaire

## Section 3: Demographics

Audience Questions	Follow-up
<p>1 Please detail desired demographics for your site – click all that apply</p> <p><input type="radio"/> - Male 18-35                      <input type="radio"/> - Female 18-35</p> <p><input type="radio"/> - Male 35-50                      <input type="radio"/> - Female 35-50</p> <p><input type="radio"/> - Male 50-65+                      <input type="radio"/> - Female 50-65+</p> <p><input type="radio"/> - Professional Use</p> <p><input type="radio"/> - Personal Use</p> <p><input type="radio"/> - Casual Use</p> <p><input type="radio"/> - Users are NOT technology savvy</p>	
<p>2 Should we focus on a specific type of demographic?</p> <p><input type="radio"/> - Yes</p> <p><input type="radio"/> - No</p>	<p>If “Yes”, define who your target is specifically:</p>

## Section 4: Website Structure (Development)

Development Questions	Follow-up
<p>1 Typically, we design websites on top of Drupal Content Management System (CMS) open source platforms. Are you open to this recommendation?</p> <p><input type="radio"/> - Yes</p> <p><input type="radio"/> - No</p>	<p>If “No”, define:</p>
<p>2 Will there be a requirement to integrate and/or move data above and beyond standard page content from and existing platform to a new platform?</p> <p><input type="radio"/> - Yes</p> <p><input type="radio"/> - No</p>	<p>If “Yes”, please define the general move of data and expectations:</p>
<p>3 Is there an e-Commerce need?</p> <p><input type="radio"/> - Yes</p> <p><input type="radio"/> - No</p>	<p>If “Yes”, define general purpose such as to existing pages or a full e-Commerce build:</p>
<p>4 Are there other platforms such as blogs, newsletters, POS, shipping modules, which the website would need to connect?</p> <p><input type="radio"/> - Yes</p> <p><input type="radio"/> - No</p>	<p>If “Yes”, define which:</p>

# New project questionnaire

## Section 4: Website Structure (Development) continued

Development Questions	Follow-up
<p><b>5</b> Does content need to feed into or out of the website? Examples would be displaying a twitter feed within the website or posted content within the website feeds another social media source? <input type="radio"/> - Yes <input type="radio"/> - No</p>	<p>If "Yes", define general need:</p>
<p><b>6</b> Is a faceted Search feature important to the business? <input type="radio"/> - Yes <input type="radio"/> - No</p>	<p>If "Yes", define general purpose:</p>
<p><b>7</b> Will there be multiple levels of users to the front end of your website? (Also known as "use cases") Examples would be Guest, Premium Member, Approved User, etc. <input type="radio"/> - Yes <input type="radio"/> - No</p>	<p>If "Yes", briefly define:</p>
<p><b>8</b> Will there be multiple levels of users to the back end of your website? (Also known as "use cases") Examples would be Administrator, Content Writer, Approver, etc. <input type="radio"/> - Yes <input type="radio"/> - No</p>	<p>If "Yes", briefly define:</p>
<p><b>9</b> What types of web development are you seeking? <input type="radio"/> - Standard <input type="radio"/> - Responsive <input type="radio"/> - Mobile <input type="radio"/> - Application – Android <input type="radio"/> - Application – Apple <input type="radio"/> - Other</p>	<p>Define any special needs:</p>

# New project questionnaire

## Section 4: Website Structure (Design)

Design & Development Questions	Follow-up
<b>10</b> What type of general pages will the website require? <input type="radio"/> - Home / Landing page <input type="radio"/> - Support / Basic / About Us page <input type="radio"/> - Form Page(s) / Contact Us a/o Follow-up <input type="radio"/> - Data Page(s) / Graphs a/o Moveable info <input type="radio"/> - Calendar Page with events <input type="radio"/> - Product Page <input type="radio"/> - Gallery Page <input type="radio"/> - Map Page with Google Maps a/o locators <input type="radio"/> - Biography Page <input type="radio"/> - Careers Page <input type="radio"/> - Other	Define general special needs against pages listed or other pages not listed here:
<b>11</b> Does your organization have existing photography, illustrations, and/or videos that you would like added to your site? <input type="radio"/> - Yes <input type="radio"/> - No	If "Yes", define and list placement as well as when they would be available to us:
<b>12</b> Would your organization require assistance by us with photography, illustrations, and/or video? <input type="radio"/> - Yes <input type="radio"/> - No	If "Yes", define how we can assist:
<b>13</b> Does the organization require social media links on the site? <input type="radio"/> - Yes <input type="radio"/> - No	If "Yes", define + Supply URLs <input type="radio"/> - Facebook <input type="radio"/> - Google + <input type="radio"/> - Instagram <input type="radio"/> - LinkedIn <input type="radio"/> - Pinterest <input type="radio"/> - Twitter <input type="radio"/> - Vimeo <input type="radio"/> - YouTube <input type="radio"/> - Other:
<b>14</b> Does the organization require social media connections to tag to the site? <input type="radio"/> - Yes <input type="radio"/> - No	If "Yes", define + Supply Credentials <input type="radio"/> - Like <input type="radio"/> - +1 <input type="radio"/> - IN <input type="radio"/> - Pin <input type="radio"/> - Tweet <input type="radio"/> - Other:

# New project questionnaire

## Section 4: Website Structure (Content) Questions

Content Questions	Follow-up
<b>15</b> Has your organization mapped out categorization for the site? (Also known as Information Architecture or and "IA")? <input type="radio"/> - Yes <input type="radio"/> - No	If "Yes", when can it be delivered?
<b>16</b> If your origination does not have an IA, would you like us to assist building it? <input type="radio"/> - Yes <input type="radio"/> - No	
<b>17</b> As we build-out webpages within the site, we will require a "content deck". Will your organization be providing us full content per page? <input type="radio"/> - Yes <input type="radio"/> - No	If "Yes", who will our contact be?
<b>18</b> Does your organization require assistance in building a contact deck? <input type="radio"/> - Yes <input type="radio"/> - No	

## Section 5: Governance

Governance Questions	Follow-up
<b>1</b> Is there a regulatory process to where versioning of the design and/or graphics of the site need to be processed by a governing party such as a compliance department? <input type="radio"/> - Yes <input type="radio"/> - No	If "Yes", define the average length of process and what is needed from us to assist with the process:
<b>2</b> Who is the decision maker on this project? Please select one person.	
<b>3</b> Do you have a preferred/existing host or domain? <input type="radio"/> - Yes <input type="radio"/> - No	If "Yes", define:
<b>4</b> Do you have a development site? <input type="radio"/> - Yes <input type="radio"/> - No	If "Yes", define and supply credentials:

# New project questionnaire

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## Section 6: General Project Summary

### DEVELOPMENT

- |  |   |
|--|---|
| We will create a standard website design   | <input type="radio"/> - Yes<br><input type="radio"/> - No |
| We will create a responsive website design | <input type="radio"/> - Yes<br><input type="radio"/> - No |
| We will create a mobile website design     | <input type="radio"/> - Yes<br><input type="radio"/> - No |
| We will develop and FSD                    | <input type="radio"/> - Yes<br><input type="radio"/> - No |
| We will integrate with other platforms     | <input type="radio"/> - Yes<br><input type="radio"/> - No |
| We will migrate data                       | <input type="radio"/> - Yes<br><input type="radio"/> - No |

### MARKETING

- |   |   |
|---|---|
| We will develop an IA strategy                  | <input type="radio"/> - Yes<br><input type="radio"/> - No |
| We will develop a business-competition strategy | <input type="radio"/> - Yes<br><input type="radio"/> - No |
| We will develop an SEO strategy                 | <input type="radio"/> - Yes<br><input type="radio"/> - No |

### DESIGN

- |  |   |
|--|---|
| We will develop a brand strategy (design)                    | <input type="radio"/> - Yes                               |
| *Logo, Pallet, Fonts, Style Guide (all or some)              | <input type="radio"/> - No                                |
| We will create illustrations, photography, video, animations | <input type="radio"/> - Yes<br><input type="radio"/> - No |
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