

Communication is the cornerstone of the design process at Maitrixinfotech. As an organization, it’s our job to make sure we deliver a product that meets your expectations and budgetary constraints. In order to accomplish this, we need your input. Below you will find a series of questions that will help lead us to the solution you want. Please take your time filling out each question to the best of your ability, so we can create a design to the best of our abilities.

**Company Information**

Describe what your company does, what product and/or service you want to promote through the website.

--Answer here--

Who is your company’s target audience?

--Answer here--

What are your company’s main assets? Why should people rely on your company’s services or products? (This question is really the basis for the content/layout of your homepage, so it’s pretty important.)

--Answer here--

If your competitors have websites, please list them below.

--Answer here--

**New Site Information**

What is the main goal of the website (Example: improve sales, increase customer satisfaction, promote a new service, etc.)?

--Answer here--

What image do you want to present? (Examples: conservative, trendy, intellectual, trust worthy, knowledgeable, relaxed, prosperous, corporate)

--Answer here--

Please provide a sitemap. (The site map is the overall structure of the site, or a list of pages that you need: home, about, contact, services, etc.)

--Answer here--

Please list any special features you would like on your website. (Example: contact form, photo gallery, video etc.)

--Answer here--

Describe how you want your website to look and feel? (Example: clean, balanced, modern, corporate):

--Answer here--

Please indicate 3 websites that you like and tell me why and what you like for each example. (This isn’t as crucial as the other questions, but it does help give me a feel for what you are expecting.)

--Answer here--

Please indicate a minimum of 3 websites that you don’t like and tell me why and what you don’t like for each example. (This isn’t as crucial as the other questions, but it does help give me a feel for what you are expecting.)

--Answer here--

Any other comments.

--Answer here--

**Page Content**

Information gathering is the reason why your customers are on your site, so good content is a must to have a good website. For each page listed under the sitemap question, we will need content to place within those pages. Copywriting can be one of the most difficult parts of creating a new website, so it is best to start early. Trevor Main Designs is happy to help with the copywriting process for an additional fee. Please indicate below if you require our services with copywriting. If you’re content is finished, please attach it to the email along with this form.

--Answer here--

**Images**

Excellent content is the foundation for a good website, but images are what keep your customers flowing and clicking through your site. High quality images are a must at the onset of each web design project. If you plan on hiring a professional photographer, we recommend starting as soon as possible. If you plan on using stock photography, please attach a file with URLs to each image you would like to use. For an additional fee, Trevor Main Designs will search for stock images to use on your site. Please understand that this activity is time consuming and will add to the overall project timeline and budget.

--Answer here--