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## DESIGNQUESTIONNAIRE

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| Personal and Web Site Information | |
| Company Name | Quote Slash |
| Primary Contact Name | Todd Beall |
| E-mail | [tbeall@insuranceexpress.com](mailto:tbeall@insuranceexpress.com) |
| Phone | 561-471-9813 Ext. 213, Cell – 561-291-3370 |
| Website URL (if exist) | www.quoteslash.com |
| Business Information | |
| Since how long website is been operational | Quoteslash website only a few years |
| Since how long company is in operations | Insurance Express has been here for 15 years |
| What line of business are you in? What will be the primary purpose of your website? | Insurance. Allowing mortgage professionals to get instant quotes and binders from our website. |
| Please list in order of priority, your most important product or services in relation to your business success. | 1. Submit and receive quotes/binders quickly |
|  |
| 1. Gather client information 2. integration into SalesForce 3. Rewards/referral program 4. Track statistics of users |
| Do you have any promotional brochures, magazines or advertisements? | YES we Do |
| Who are your target customers/demographics/Market | Mortgage brokers, loan originators, realtors |
| List any important words that you want people to associate with your company image/brand: | Lowest Rates, Fastest Quotes, Always Free |
| Target Audience: Describe what kind of users you intend to attract to your site: | Mortgage brokers, loan originators, realtors |
| What is your Geographic Target? Local, Regional, National, International, All | Florida for now (will eventually expand nationally) |
| Who are your main competitors, Please list 5 competitors websites Name and (URL). What do you like and don't like about them? What would you like to differently or better? | 1. Other insurance agencies (too many to list)   We are very different from other insurance companies because we are the largest independent agency in the state of FL. We have over 36 carriers and because of that we get the lowest rates, the fastest quotes, every time. |
| Please share URL of website you like most which we could use as prototype. Along with putting down the site address, please comment on what you like about each site, i.e. the look and feel, functionality, colors etc. These do not have to have anything to do with your business, but could have features you like. Please include at least 3 examples. | 1. <https://us.axa.com/home.html>   really like this site a lot - the big button icons/ pictures, and simplicity of the site. We would like something like this. Those big pictures/buttons could be “quote request”, “binder request” and “ my rewards”   1. <https://www.blueshieldca.com/>   again, simple and large picures/icons. We need a log in or Register button like on this site or American family site.   1. <https://www.progressive.com/>   same as above, large icons, buttons, simplicity   1. [www.brightway.com](http://www.brightway.com) 2. [www.amfam.com](http://www.amfam.com) |
| What is your Unique Selling Proposition (USP); Who creates writing new content and how is it added to your site? | We cover every area of the insurance market: We quote and bind faster than anyone else because we have every carrier in the state of Florida.  We do not have anyone creating new content or adding to our site. |
| Would you like us to design/redesign a logo for your company? | No – Our logo is fine |
| Is this a site re-design? If yes, can you please explain what is working and not working on your current site? | Yes, Everything is working it was just a quick side job done by someone who was working on a different project. He didn’t spend much time or effort int |
| Are there any colors you had in mind to incorporate into the site? | Ones that are on the current site or brochures, etc. |
| Responsive features : Do you want Mobile view friendly website | Yes |
| Cross browser: Do you want website must be open similar on all major browser | Yes |
| Mail Services: Do you want that we configure mailing services for you, If yes, how many email your will be needed | No |
| Will you want printed materials (business cards, catalog, etc.) produced as well? | No |
| Social Media: Do you want your presence on social media, if Yes and you already have account, please share it, else let us know on how many media you want your presence | Already have Facebook, LinkedIn, etc |
| Please list some websites or elements of sites that you particularly like or even dislike? |  |
| Is there a specific theme you had in mind to incorporate into the website? | No |
| When does your website need to be completed and made available to the public? | As soon as possible. No specific date. |
| Will you want your site to be updated regularly? | No |
| Would you like us to update your site or would you like to be responsible for updates? | We can be responsible for updates |
| Would you like to be able to easily update your own content without any special software or HTML knowledge? | Yes |
| Any additional comments are welcome: |  |

Thank you for your time