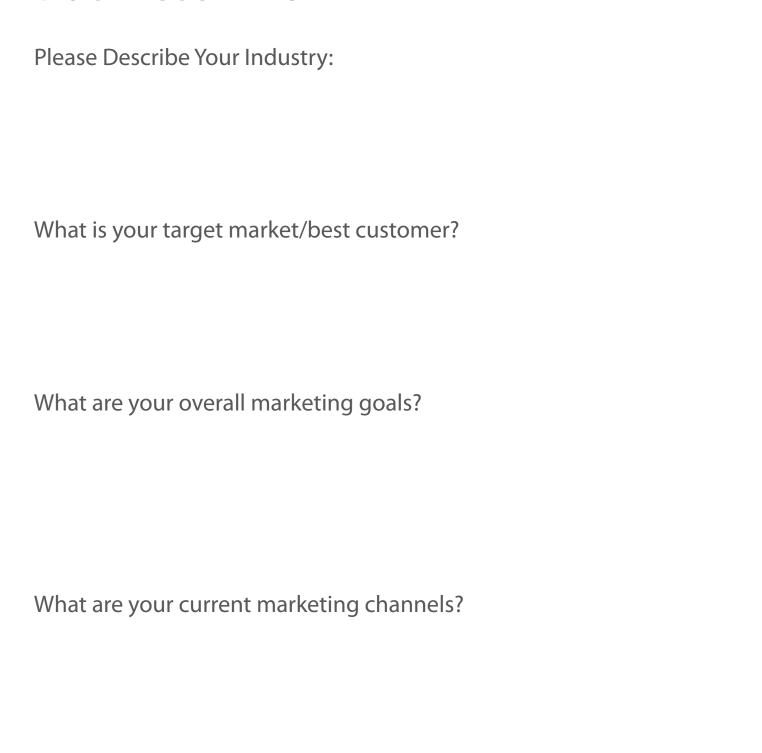
Basic Info

Date:
Company Name:
Contact Liason:
Address:
Phone #:
Email Address:
Owned or Desired Domain Name:
http://www
If already owned, where is the domain registered?
Does the domain have email addresses? Y \bigcirc N \bigcirc How Many? Where are they hosted?
If no, do you want them included? How many?

Business Info



Project Goals

What is your main objective/reason for this website? (promote new product/service, provide better communication with customers, targeting a bigger or more specific audience, etc.)
What service(s) should it provide?
What message do you want to communicate to your audience?
What results would you like to produce?
What data would you like to measure? (e.g. basic web analytics, user tracking, goal conversions, etc.)

Web Redesign (if applicable)

What is your main motivation for redesigning your website? (better user experience, easier to find, update look and feel, target different audience)
What aspects of your current site do you think are successful? Why?
What aspects do you think are unsuccessful? Why?
What is the biggest element lacking on your current site? Why?

SAIDigital ______

Competitive Edge

What are 2-3 sites/companies that are direct competitors?

Business:	 	
http://www		
·		
Business:	 	
http://www		
Business:	 	
http://www		

How does your company set itself apart from your competition?

Look & Feel

What do you want users to t	hink or feel when	they look at the	design of
your site? Stick to three sim	ple sentences.		

What are three sites that you want to mirror? What specifically of	do you
like about these sites individually?	

http://	www.		
•			

http://www.	•	

Function



What type of user feeback/interaction do you want? (quizzes, polls, comments, forms, etc.)

Do you need any form of database management? (membership, user tracking, user roles/access, etc.)

What action do you want visitors to take while on your site? (find or seek important information, sign up for an account, purchase product/service, etc.)

What amount of management do you want once live? (admin controls, member monitoring, uploads [pdf or ortherwise], etc.)

Other Notes:

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