WEBSITE INFO FORM

CONCEPT DESIGN STUDIOS · SINCE 2006 ·

This preliminary questionnaire is an important part of the website building process. It helps organize the goals for your project in a way that we can understand and use to accurately provide you with a proposal. Please fill out this document to the best of your ability. If there is a question that doesn't make sense or doesn't apply to your project, feel free to leave it blank. Once we get all of the information we need, we can begin preparing a proposal or set up a phone conference to get into the specifics.

Once done, please save this document and **return it via email to info@conceptdesignstudios.com**
If filling out by hand, **please print clearly**.

Contact Information

Your Name:

Your Business or Organization Name:

Email Address:

Phone:	**Cell Phone:**	**Fax:**

Address:

City:	**State:**	**ZIP:**

About Your Organization

Tell us about your company. What do you do? Where are you located?

General

What is your current (or intended) web address/URL?

Would you like us to host your website?

Would you like us to host your email?

What is the intended launch date for the new site?

Have you already established a budget for this project? If so, please indicate your budget below.

Can the project be divided into phases to account for budget and timing constraints?

Site Redesign (If this is not a site redesign, please skip this section)

What is your main goal for this redesign (e.g. better user experience, update look and feel, target different audience)?

What aspects of your current site do you feel are successful, and why?

What aspects of your current site do you feel are unsuccessful, and why?

Do you plan to use content from the existing site, and, if so, which portions?

Project Goals

Briefly describe your concept for the site. What service should it provide?

What is your main reason for this project (e.g. promote new product/service, make the site user friendly, target a specific audience)?

What end result would determine that the web site is a success (e.g. number of contact forms submitted or phone calls)?

Are there other considerations that could impact the project schedule (e.g. new product launch, marketing campaign)?

Target Audience

Describe a typical user who will visit your site (gender, age range, location, level of Internet experience). Provide more than one profile if applicable.

What action(s) should a user perform when visiting your site (search for information, sign up for an account, purchase a product or service)?

What are the key reasons why the target user chooses your company's products or services (cost, service, value, etc.)

Do you know how many people visit your site each day, week or month?

Content

Please identify any pages or features you envision as part of your site:

Basic	Special Features	Applications
☐ Home	☐ Video	☐ Registration/customer login
☐ Products/services	☐ Image Gallery	☐ Store/Shopping cart
☐ FAQs	☐ Map	☐ Online payment
☐ Directions	☐ Newsletter/Email list sign-up	☐ Forum
☐ About (Us)	☐ Information/request forms	☐ Blog
☐ Contact (Us)	☐ Uploads/downloads	☐ Reviews
☐ Articles	☐ Social Media Integration	☐ Customer surveys/polls
☐ Upcoming events		

Please list any additional or custom pages you would like.

Content Management.

How often will you need to update the web site content?

○ **Hourly**   ○ **Daily**   ○ **Weekly**   ○ **Monthly**   ○ _____

Who would you like to be responsible for the updates?   ○ **Web site developer**   ○ **I'd like to update it myself**

Design

Use words to describe the look and feel you want (e.g. clean, balanced, modern, friendly, corporate)?

Is there a specific theme you had in mind to incorporate into the website?

Do you have ideas of the colors to be used, and colors you don't like?

Do you have existing business cards or other printed materials we need to match?

Please provide a list of websites you like or don't like.

1 **Web site:** _____   ○ **Like**   ○ **Don't like**

   Why?

2 **Web site:** _____   ○ **Like**   ○ **Don't like**

   Why?

3 **Web site:** _____   ○ **Like**   ○ **Don't like**

   Why?

4 **Web site:** _____   ○ **Like**   ○ **Don't like**

   Why?

5 **Web site:** _____   ○ **Like**   ○ **Don't like**

   Why?

Please provide a list of competitors' websites.

1. _____   2. _____

3. _____   4. _____

Identity

Do you have a logo?　○ Yes　○ No

　　If "Yes", do you have a digital copy of your logo?　○ Yes　○ No

Have you identified a tagline (e.g. "Reach out and touch someone")?

List any important words you want people to associate with your company image/brand.

_____　　_____　　_____

_____　　_____　　_____

Do you have photos for your web site?　○ Yes　○ No

　　If "Yes", do you have the photos in digital form?　○ Yes　○ No

　　Would you like Concept to provide professional photography?　○ Yes　○ No

Do you have graphics or other artwork for your web site?　○ Yes　○ No

　　If "Yes", do you have the graphics in digital form?　○ Yes　○ No