

# Web-site Design

## Client Questionnaire

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# Planning Your Website

The following questionnaire is the first step toward getting your website up and running. By completing it Daltron will be able to fully understand your web design requirements. It will also help you define your goals for the site, which you must do regardless of who will build and launch your website.

If you want to see how we can help you build your web site, send us your completed questionnaire and we will respond with a development plan that we think will best meet your needs, plus our costing for the work. Once both parties agree to the scope and cost of work, we'll send you a contract to sign — and you'll be on your way to your new or improved web site!

If you have difficulty answering some questions, please let us know so we can be of assistance.

## PART A – Your details

1. Please provide your contact details:

Name	
Company Name	
Address	
Location	
Telephone	
Facsimile	
Email address	

2. Does your organization have an existing website?

If YES, complete the following:

a. What is the URL (web address):

http://\_\_\_\_\_

b. When did the site go live? \_\_\_\_\_

c. Would you like a complete redesign of your website?

Complete new site (which can include new text, info-structure, navigation, images, extra interactive facilities for searchable databases, e-commerce etc.)

Redesign visual look of site

Add some extras to existing site – please describe: \_\_\_\_\_

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Comments on existing site (if any): \_\_\_\_\_

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## **PART B – Your proposed website**

### **1. Your Goals**

- a. What is your business/organisation's mission or purpose?

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- b. What are your reasons and objectives for requiring a presence on the World Wide Web:

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- c. Generally, what do you want your website to be used for?

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- d. What are your goals in having a website (rank each in order of importance 1 being the most important):

	Further the Organisation's Goals
	Establish a Web Presence
	Experiment with web-based marketing
	Improve Communication
	Promote Membership
	Other :

### **2. Prioritize your Goals**

- a. What is going to give you the biggest return (however you define it)?

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- b. What is going to give 'added value' for your visitors?

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### **3. Define target audience**

- a. Who is your target audience? (Age, gender, interests)

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b. What new user base are you hoping to attract, (local or international level)?

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c. What will your visitors expect and how frequently do you want them to return?

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d. What would your visitors want? (Tick as applicable)

- Information about a topic
- Information about your products and services
- Information about your business or organisation
- To buy a product
- To be entertained
- Other

e. Who are your major competitors? Do they have websites?

Name: \_\_\_\_\_ Website: Yes:  No:  URL: \_\_\_\_\_

Name: \_\_\_\_\_ Website: Yes:  No:  URL: \_\_\_\_\_

Name: \_\_\_\_\_ Website: Yes:  No:  URL: \_\_\_\_\_

#### **4. Content and Navigation**

Do you have an outline of the content for your site? Yes:  No:

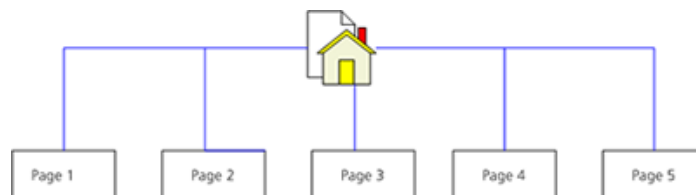
Has the content been written? Yes:  No:

Do you need help with writing content for your website? Yes:  No:

Give a general description of your proposed website. What sort of information you want displayed and groupings of detailed information layout. (Attach a diagram if that is helpful)

Most sites are very simply structured-a single home page with general content that links to several content pages with more specific information

a. Here's a sample 'site-diagram'



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**b. Style and look:**

What image do you want to project? (i.e. traditional, formal, serious, corporate, contemporary etc.)

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**c.** Does your organisation have specific colours? Yes:  No:   
If so, what are they? \_\_\_\_\_

**d.** Preferred Background color:

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**e.** Number of pages:

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**f.** Position, color and number of buttons:

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**g.** Style and color of the menu:

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**h.** Color of the linking text:

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**i.** Font size and face of the heading text:

**j.** Will you be including any of the following?

Images: Yes:  No:

*(If YES, please attach, and describe where to place them on the site)*

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Logo: Yes:  No:

*(If YES, please attach, and describe where to place them on the site)*

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Animation: Yes:  No:  *(If YES, please describe below)*

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Adobe Acrobat PDF (Portable Document Format) files: Yes:  No:

If YES, how many? \_\_\_\_\_

Banner: Yes:  No:  (If YES, please describe below)

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Roll-over buttons: Yes:  No:  (If YES, please describe below)

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### **Model sites:**

We can also determine what kind of style you want for your website if you list similar organizations to yours that have websites that you find appealing. Please list:

Name: \_\_\_\_\_ Website: Yes:  No:  URL: \_\_\_\_\_  
Name: \_\_\_\_\_ Website: Yes:  No:  URL: \_\_\_\_\_  
Name: \_\_\_\_\_ Website: Yes:  No:  URL: \_\_\_\_\_

## **5. Overall Responsibility**

- a. Do you have a member of staff or department who can look after the running of your website (i.e. updating information and website maintenance from time to time)?

Yes:  No:  - *we would like Daltron to undertake this.*

- b. Would you be interested in receiving training so that you will be able to run the site yourselves? Yes:  No:

## **6. Time Scale**

- a. When do you want your website to go online?

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- b. When do you want the design process completed?

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## **7. Domain Name & Hosting**

- a. Have you registered a domain name? Yes:  No:

If so, what is it? \_\_\_\_\_

- b. If not, we can register a name for you. Please indicate: Yes:  No:

## 8. Promotion

a. Do you have a marketing plan for your website? Yes:  No:

It's a good idea to include your web address in your business cards, letterhead, brochures, newsletters and other promotional materials. However, the primary way most people and prospects will find you is via search engines such as Yahoo and Google.

b. Would you be interested in submitting your site to search engines? Yes:  No:

## 9. In Conclusion

Do you have any further questions?

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Would you like us to send you a free quote based on the information provided in this questionnaire? Yes:  No:

### **Particulars of person completing questionnaire:**

Name: \_\_\_\_\_

Job Title: \_\_\_\_\_

Signature: \_\_\_\_\_ Date: \_\_\_\_\_

Thank you for taking the time to complete this questionnaire. If you are unsure about any of the questions, please contact Daltron's Software Development and Support Team on 3022152 or email us at [softwaredevelopment@daltron.com.pg](mailto:softwaredevelopment@daltron.com.pg)

All the information provided will be held in strictest confidence and no part of it will be made available to any other party without your written permission. We may need to telephone you to confirm any points that we are unclear about.