



WWW.WEBLEXER.COM

WEB DEVELOPMENT QUESTIONNAIRE

Part I – Basic Website Information

The following questionnaire will help us estimate the timeline and cost of your project. The success of this undertaking directly depends on clearly established project vision and goals. It is important that you answer all applicable questions thoroughly.

| 1. CONTACT INFORMATION | | | |
|------------------------|--|--------------------|--|
| Company Name: | | City: | |
| Address: | | State / Province: | |
| | | ZIP / Postal Code: | |
| Contact Person: | | Country: | |
| Position: | | Phone: | |
| E-mail: | | Cell Phone: | |

| 2. DOMAIN NAME INFORMATION | | | | | | |
|----------------------------|---|---|-------------------------------|-------------------------------|-------------------------------|------------------------------|
| 2A. | Do you already have a domain name? | <input type="checkbox"/> No <input type="checkbox"/> Yes: | http://www. | | | |
| 2B. | If you have multiple domains, please list them all here, and specify which one will be the default: | | | | | |
| 2C. | If no, please list the top three choices for your domain name: | | | | | |
| a. | | <input type="checkbox"/> .com | <input type="checkbox"/> .net | <input type="checkbox"/> .org | <input type="checkbox"/> .biz | <input type="checkbox"/> .us |
| b. | | <input type="checkbox"/> .com | <input type="checkbox"/> .net | <input type="checkbox"/> .org | <input type="checkbox"/> .biz | <input type="checkbox"/> .us |
| c. | | <input type="checkbox"/> .com | <input type="checkbox"/> .net | <input type="checkbox"/> .org | <input type="checkbox"/> .biz | <input type="checkbox"/> .us |

| 3. HOSTING | | |
|--|--|--|
| <p>In order for your website to be visible on the Internet, it needs to be “hosted” on a web server. The websites we create can be hosted with another service provider, or with us. Hosting with us will guarantee that all technical requirements for your project will be met, and we will be able to monitor performance and security of your website at all times. Should any issues arise, we will be able to quickly resolve them without a third party involvement.</p> <p>If you decide to host your website elsewhere, here are the technical requirements: Linux, PHP4, Apache, MySQL, SSH access. Additional requirements may be needed, depending on particulars of your project.</p> <p>If you already have a website hosted elsewhere, and intend to transfer it to our hosting service, we will need access details for your website, access details for your domain name. This transfer will have to be coordinated with you and previous provider, to make sure no information is damaged or lost.</p> | | |
| 3A. | Would you like us to provide the hosting service to you? | Yes <input type="checkbox"/> No <input type="checkbox"/> |
| 3B. | Will you use our server as the email server for your domain? | Yes <input type="checkbox"/> No <input type="checkbox"/> |
| 3C. | Will you require additional DNS records (if unsure, answer no)? | Yes <input type="checkbox"/> No <input type="checkbox"/> |
| 3D. | Please indicate any additional hosting requirements, such as large email volume, large number of required email accounts, large expected bandwidth usage, large expected data transfers, additional ftp accounts, etc. | |

4. DESIGN PREFERECES

In this section we would like to find out more about your design preferences. The sites you list below will help us when developing general **look and feel** for your website.

4A. Please list addresses for websites you **like** and list the reasons why (specify elements / features you particularly like):

| | | | |
|---------|--|----------|--|
| http:// | | Reasons: | |
| http:// | | Reasons: | |
| http:// | | Reasons: | |

4B. Please list addresses for websites you **dislike** and list the reasons why (specify elements / features you particularly dislike):

| | | | |
|---------|--|----------|--|
| http:// | | Reasons: | |
| http:// | | Reasons: | |
| http:// | | Reasons: | |

4C. Please list addresses for websites of your **direct competition**, if applicable:

| | | | |
|---------|--|---------|--|
| http:// | | http:// | |
|---------|--|---------|--|

4D. Which **colours** would you like to dominate on your website? Would you like your site light or dark? Note that if you do not have company colours, you do not have to be very specific. Also - note that the colours are different on a computer screen then on print material. They also vary from monitor to monitor, depending on their quality, size and settings.

5. LOGO

It is a usual practice to place the company logo on a website. You might have one already, or you might want to have one designed at this time.

It is important to understand that website graphics are quite different from print graphics. Print graphics require much higher quality. Any photographs for printing need to be in high resolution, and illustrations need to be in "vector" format, which enables resizing without any loss in quality.

If you need the logo just for the website, it will be a part of your website design. However, if you need it for other purposes, it will be a separate project, which should be finalized before the website work begins.

| | | |
|-----|--|--|
| 5A. | Does your company have a logo? | Yes <input type="checkbox"/> No <input type="checkbox"/> |
| 5B. | If yes, can you provide the logo in an electronic format? | Yes <input type="checkbox"/> No <input type="checkbox"/> |
| 5C. | If no, would you like us to design a logo for you? | Yes <input type="checkbox"/> No <input type="checkbox"/> |
| 5D. | In case we design the logo for you, would it be used for purposes other than the website (print material, T-shirts, banners, posters, etc.)? | Yes <input type="checkbox"/> No <input type="checkbox"/> |
| 5E. | If the answer to the question 5D. is yes, please specify the additional use: | |

6. CONTENT, COPY-WRITING, EDITING AND TRANSLATION SERVICES

Websites usually contain graphic (photographs, illustrations) and written content. Before the website development project starts, you will need to gather and provide us with all the content you wish to have placed on the website. This will also help us to come up with the best structure and the ways to organize your content.

| | | |
|-----|---|--|
| 6A. | Will you need a photographer to visit your location (to take pictures of your facility, staff or products)? | Yes <input type="checkbox"/> No <input type="checkbox"/> |
| 6B. | Would you like your content to be edited? | Yes <input type="checkbox"/> No <input type="checkbox"/> |
| 6C. | Would you like your content to be written by a copy writer? | Yes <input type="checkbox"/> No <input type="checkbox"/> |
| 6D. | Do you have a need to have your website in multiple languages? | Yes <input type="checkbox"/> No <input type="checkbox"/> |
| 6E. | If the answer to 6D. is yes, please specify the languages: | |

Part II - Functionality

Most websites exist to showcase and/or sell products and/or services, help the owner communicate with the client or membership base, and provide information about the company or organization, or a certain topic. In this section we will cover the most common website features. If the features you have in mind are not covered, you will have an opportunity to add them at the end of the form. If any of the sections is not applicable to your project, leave them blank.

7. CONTENT MANAGEMENT

Content Management System (CMS) enables you to add / edit / delete and organize pages on your website. If your website has e-commerce functionality, the display and management of products is covered later in this questionnaire. Please let us know which of the following content management features you would like on your website.

| | | |
|-----|---|--|
| 7A. | Will you need the CMS functionality? | Yes <input type="checkbox"/> No <input type="checkbox"/> |
| 7B. | Will you have any specifically structured content, such as news, events or projects? For example, a news item will have a title, subtitle, date, summary and article. | Yes <input type="checkbox"/> No <input type="checkbox"/> |
| 7C. | Are there any specifics we need to know pertaining to CMS for your site? Please describe. | |

8. E-COMMERCE / PRODUCT CATALOG

This covers any product display functionality, whether or not the products are being sold through the website (some businesses use websites for display only). The standard way of displaying products is by grouping them into product categories / subcategories. Each product can have variants, options, sale price and pictures. Additionally, products can have multiple prices (e.g. wholesale / retail). If your site will have a shopping cart, it can calculate shipping charges and accept payments.

| | | |
|-----|--|---|
| 8A. | How many products will be displayed on your site (approximately)? | |
| 8B. | Approximately, in how many main categories will those products be grouped? | |
| 8C. | Will you require shopping cart functionality? | Yes <input type="checkbox"/> No <input type="checkbox"/> |
| 8D. | Which shipping provider will you be using? | <input type="checkbox"/> UPS <input type="checkbox"/> FedEx <input type="checkbox"/> Custom Calculations <input type="checkbox"/> Other (please specify) _____ |
| 8E. | Which payment method(s) would you like to use? | <input type="checkbox"/> Credit card through Authorize.Net <input type="checkbox"/> Credit card through Link Point <input type="checkbox"/> Credit card through PayPal PRO <input type="checkbox"/> PayPal website payments <input type="checkbox"/> Self-processing (order comes in an encrypted email message) <input type="checkbox"/> Other (please specify) _____ |
| 8F. | Will you use the website to track your inventory quantities? For example, if a product is sold out, it is no longer in stock, and cannot be ordered through the website until the stock is replenished. | Yes <input type="checkbox"/> No <input type="checkbox"/> |
| 8G. | Will your products have multiple price levels (wholesale / retail)? | Yes <input type="checkbox"/> No <input type="checkbox"/> |
| 8H. | Will you require an order management system (OMS) (allows access to order history, order search and communicating events related to a particular order to the client)? Without an OMS, you will still be receiving copies of orders in your email. | Yes <input type="checkbox"/> No <input type="checkbox"/> |
| 8I. | Will you require data entry service? Initially, only a sample of products is needed to get the website started, but we can provide you with the data entry service for your entire inventory. | Yes <input type="checkbox"/> No <input type="checkbox"/> |

8. E-COMMERCE / PRODUCT CATALOG contd.

| | | |
|-----|--|--|
| 8J. | <p>Please provide three sample descriptions of your products. Try to use the most complex ones. Indicate the product ALL details (size, color, price, sale price, stock number, description, category, manufacturer...) These samples will be used to create the interface which will work the best for your products. If necessary, please attach a separate sheet.</p> | |
| 8K. | <p>Are there any specifics we need to know pertaining to e-commerce solution for your site? Please describe:</p> | |

9. USER MANAGEMENT

User management usually means visitors can create an account connected to the site, which gives them access to “restricted” content, store their preferences, see wholesale prices, use certain features reserved only for registered users, etc. If you have a need for such a system, please describe it in detail in the area below. Describe which information will be needed to create an account, which credentials will be required to log into an account, will the administrator intervention be required before an account becomes active, what benefits will a registered user have, are there multiple user levels / groups, etc.

| | |
|-----|--|
| 9A. | |
|-----|--|

10. MAILING LIST(S)

Mailing list functionality allows visitors to your website to sign up for a newsletter. The website administrator can also add emails to the list, and sort them into groups. Mailings can be composed and sent to particular group(s) or the entire list. As part of this setup we will create one email template which can be used for creating new messages.

| | | |
|------|---|--|
| 10A. | Will you need the mailing list feature? | Yes <input type="checkbox"/> No <input type="checkbox"/> |
| 10B. | Will you need additional message templates (e.g. seasonal), and if so, how many? | Yes <input type="checkbox"/> No <input type="checkbox"/> _____ |
| 10C. | Are there any specifics we need to know pertaining to mailing lists functionality for your site? Please describe: | |

11. TARGET AUDIENCE AND ACCECIBILITY

For a website to be successful, it is important to clearly identify the target market segment. Sometimes a web project might require adhering to specific accessibility and security guidelines and laws. While we will create your website in a way that is usable by large majority of people using relatively modern technologies and tools, there could be a need for additional accessibility and security considerations. If this is the case, please provide the details below.

| | |
|------|--|
| 11.A | |
|------|--|

12. SEARCH ENGINE OPTIMIZATION

At this time the most relevant search engine and industry standard setter is Google. This is why your website will be optimized according to current Google guidelines. Please list below up to five key phrases / keywords for which you think your website will be relevant. In other words, which words or phrases should a person type in a search engine to find your website.

| | |
|------|--|
| 12A. | |
|------|--|

13. OTHER FUNCTIONALITY

We covered the most common website features in this form. However, if you require any other functionality for your website, please describe it in detail here. Please provide as much information, data samples, existing website examples etc. as you can.

| | |
|------|--|
| 13A. | |
|------|--|

Part III - Project goals and expectations

The success of any project depends on clearly established goals and reasonable / measurable expectations. Your responses to these five questions are crucial in accurate assessment of your needs. Please include as many details of your expectations as possible, including concrete numbers and time line (pertaining to the website after its launching).

14. PROJECT GOALS AND EXPECTATIONS

Please use the area below to clearly explain:

1. Why do you want a website?
2. What would you identify as the single, most important purpose of your website?
3. What do you expect this website will do for your business?
4. How do you intend to market your website?
5. What region(s) do you serve (e.g. Boston, USA, North America...)

14A.

Thank you for taking time to fill in this questionnaire. Please mail it to the address provided at the beginning of the document. We will contact you if we have any additional questions and get back to you with a quotation shortly.