

For your web site development project to be a success, we need some background information about your business, the purpose of your on-line presence and some more specific information on the content and functionality requirements. Please take some time to complete the questionnaire below, filling in as much information as possible, as this will help determine how your web site will look, what it should contain and what features should be included.

1. Contact Information

Business Name:

Primary Contact Name:

Position in Company:

Address:

Office Telephone:

Mobile Telephone:

E-Mail Address:

Current Web Site Address:
(if applicable)

2. General Information

Type of business:

What is the purpose of your business?

How important is a web site to your business?

What products or services do you provide?



3. Your Target Market & Customers

Who are your customers?

Who are your main competitors?
(Please add web site URL's if available)

How is your business different from the competition?

What is your Unique Selling Point (USP)?

Describe your target market / customer:

What would your target market / customer be looking for on your web site?

4. Corporate Brand / Business Identity

Does your business have a current logo?
(If yes, please supply hard and electronic copy)

Does your business have a brand / style guide?
(If yes, please supply hard and electronic copy)

Describe your brand identity:
(How your business is perceived by your audience)

Will the web site reinforce an existing branding or marketing strategy?
(If yes, please provide details)

What image do you want your web site to project, what should be 'the look and feel'?

5. Purpose & Objectives

What is the purpose of the web site project / why does your business need a new web site?

What key objective/s do you expect to achieve by having a new web site?

What is the first key message every visitor should take away when visiting your site?
(Please explain)

What measures will determine the project's success?

6. Content Provisioning

Do you have text content ready for integrating into your web site?

Would you like us to help to develop the text content for your web site?

Do you have photographic / image / graphic content for your web site?

Would you like us to help to create or source the photographic / image / graphic content for your web site?

Approximately, how many photographic / image / graphic elements would you like to use on your web site?

Will you require any video footage to be available on your web site?
(If yes, please provide details)

Will you require any sound / audio clips to be available on your web site?
(If yes, please provide details)

Will you require any downloads to be available on your web site?
(If yes, please provide details)

7. Structure & Functionality

How many pages do you initially require for your web site?

How many products / services do you intend to have on your web site?

What content elements / functionality do you consider necessary on your web site?

(Please indicate by a 'Y' against each of the following as appropriate)

- | | |
|---------------------------------------------------------------|-------------------------------------------------------------------|
| <input type="checkbox"/> About – general business information | <input type="checkbox"/> Articles |
| <input type="checkbox"/> Products / Services | <input type="checkbox"/> User guides |
| <input type="checkbox"/> Product or service catalogue | <input type="checkbox"/> Secure password protected pages |
| <input type="checkbox"/> Picture Gallery / Portfolio | <input type="checkbox"/> Helpful hints or trade secrets |
| <input type="checkbox"/> Case Studies | <input type="checkbox"/> Contact details |
| <input type="checkbox"/> Mission statement | <input type="checkbox"/> Investor information |
| <input type="checkbox"/> Ordering facility | <input type="checkbox"/> Contact form |
| <input type="checkbox"/> Payment facility | <input type="checkbox"/> Mailing list subscription form |
| <input type="checkbox"/> Calendar or event diary | <input type="checkbox"/> E-mail links |
| <input type="checkbox"/> Client list / testimonials | <input type="checkbox"/> How to find us instructions / Google Map |
| <input type="checkbox"/> News | <input type="checkbox"/> Newsletters |
| <input type="checkbox"/> Press releases | <input type="checkbox"/> What's new |
| <input type="checkbox"/> Links to other relevant web sites | <input type="checkbox"/> Search facility |
| <input type="checkbox"/> Surveys or questionnaires | <input type="checkbox"/> Site map |
| <input type="checkbox"/> Downloads (for example PDF forms) | <input type="checkbox"/> Message board / discussion forum |
| <input type="checkbox"/> Music or video | <input type="checkbox"/> Blog |
| <input type="checkbox"/> Job vacancies | <input type="checkbox"/> Job application forms |
| <input type="checkbox"/> Third party advertising | <input type="checkbox"/> Frequently asked questions (FAQ's) |
| <input type="checkbox"/> Business team / employees | <input type="checkbox"/> Quotation form |
| <input type="checkbox"/> Twitter feed | <input type="checkbox"/> Booking form |
| <input type="checkbox"/> SKYPE links | <input type="checkbox"/> Legal notices |
| <input type="checkbox"/> Privacy policy | <input type="checkbox"/> Terms of use |

Other elements of content / functionality required:

8. E-Commerce (Only complete this section if relevant to your web site requirements)

Are you going to be accepting credit cards for payment of your products / services?

If 'YES' to the above, do you currently have a merchant account?

Please provide the details of your merchant account if you have one:

How many products and / or services do you plan to sell through your web site?

9. Technical Services

Please note, in order to assure you of the best possible service, all web site projects undertaken by WIZZOO Limited are done so on the understanding that we hold and administer your domain name/s and provide you web site and e-mail hosting facilities.

If you currently have a domain name/s, if instructed to undertake work on your behalf, we will need to arrange the transfer of your domain name/s and hosting to our servers.

Do you currently own a domain name?

(If yes, what is it and who is it registered with?)

If you do not have a domain name, would you like us to source and register one for you?

What would you like your domain name to be? Please provide a few options:

Do you currently have a web hosting provider, if so what company currently hosts your site?

How much web space do you require? Do you intend to have a lot of images, video or audio?

How much web site visitor activity do you currently have, or expect with your web site?

Do you monitor your web site visitor activity, or would you like to?

What e-mail software do you currently use?

How many e-mail accounts will you need?

Would you require any Microsoft Exchange Server e-mail accounts?

10. Marketing Strategy & Maintenance

How do you currently market your web site so that people can find you on the internet?
(Please provide details)

Do you conduct any internet marketing or search engine promotion?
(If yes, please provide details)

Do you use any 'Pay Per Click' advertising (for example Google Ad Words)?
(If yes, please provide details)

Do you use any form of E-Mail newsletters or marketing?
(If yes, please provide details)

Please list 5 to 10 keywords or phrases your target market may use to find your web site using a search engine:

Will you require regular updates to your web site?
(If yes, how often will you need updates)

11. Project Management

Will this be a new web site design or a redesign of your existing web site?

Who issues final approvals on the web site design and functionality?

Who will be the day-to-day contact for this web site project?

On a scale of 1 to 5, how involved would you like to be in the process of designing and developing your web site?
(1 = Little Interaction, 5 = Very Involved)

What is the intended launch date for your new web site?

Have you established a budget for this web site project?
(If yes, please provide details)

12. Additional Notes / Comments

Please provide any further information in relation to this web site project that you consider relevant in the space below.