

General Information

Name:

Address:

Phone:

Email:

Specific Information

Name of business/group:

Type of business/group (Corp/Non-Profit/etc):

Your tag line or slogan:

Do you have a logo? Y/N

If not, do you need one? Y/N

Current visual identity (Color Scheme/Letterhead/Business Card/etc):

Attach or Describe

Brief description of business/group:

What is the primary purpose for your website?

Target audience (Age/Sex/Gender/Interests/etc):

Web Design Assessment

Competition (include web sites if applicable):

What sets your business/group apart from others (Convenience/Price/Quality/etc)?

Please list five or more keywords/adjective to describe your business/group:

Web Site Specifics

Current URL and Host:

If you do not currently have a web site, what possible domains are you thinking of (www.mybusiness.com)?

Describe the concept and the products or services that you want to provide on your site:

What type of look would you like to achieve (Clean/High Tech/Conservative/Warm/etc)?

List at least 3 websites that you like the look of:

List at least 3 websites that you *don't* like the look of:

Circle/Include the major sections (navigation) that you would like to have in your site

Home	About Us	Services	Locations	Referrals
Jobs	Testimonials	Our Staff	Store	Products
Causes	Calendar	Blog	Forum	_____
_____	_____	_____	_____	_____
_____	_____	_____	_____	_____
_____	_____	_____	_____	_____

Do you have any images for use in the design of your site? If not, can you offer suggestions of imagery that would be most suitable for your website? www.iStockPhoto.com is a great starting point for ideas.

Deadlines and Deliverables

Do you have a specific budget range for your website?

How often do you think you would need content on your website updated?

Are you interested in incorporating social network sites with your website?

By what date would you like to launch your site?

Are there any other specific ideas to keep in mind while designing your project?