

Phycel Designs

Graphic Arts & Web Development

PHYCEL DESIGNS, INC.

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GETTING STARTED

CLIENT INFORMATION QUESTIONNAIRE

This survey is provided as a courtesy of Phycel Designs and is intended to give potential clients a foundation for understanding the basic requirements needed to build a successful website. The following questions will help take the preliminary steps to requesting a quote for your project. Please fill out as much as you can of the following questions. Tell us a bit about yourself, your company, your needs, and how Phycel Designs can help you. After you have completed this form, email, fax, or mail your answers back to Phycel Designs. We will contact you as soon as possible once we have had a chance to review your information.

www.phycel.com

GENERAL CLIENT INFORMATION

Company Name:

Contact Name:

Email Address:

Phone Number:

Address:

Billing Address (if different from above):

Who will make the decisions (you alone, someone else, board of directors, etc.)? Please list names, titles, email addresses, and phone numbers.

Do you own a website address? If so, provide the URL and the company is it registered with:

If you do not have a website address, what URL do you have in mind?

Describe your organization in one small paragraph, or provide your mission statement.

How did you hear about Phycel Designs?

GENERAL PROJECT INFORMATION

Please provide a brief description of project and product/service it is intended to provide or promote:

What is your intended launch date for the new site?

Do you have a specific budget range already established for this project? Can this project be divided into phases to accommodate budget and timing constraints?

What is the primary goal(s) of this project?

Who is your main competition and what do you do better and/or different than them? Feel free to comment on the design of your competitor's campaigns.

Describe your target audience (i.e. age, gender, etc.).

Do you have content ready for the project? If not, do you need help with this (copy writing)?

PROJECT DESIGN INFORMATION

How do you want visitors to describe your website? Please, list as many descriptive words as you can think of. (for example: warm, friendly, professional, exciting, reliable, etc.)

How would you like someone to react when they first see the design?

What do you think is the most important aspect of your project? What should people notice first?

Do you have official branding guidelines that must be adhered to (colors, logotype, etc.)?

Do you have all photographs ready for this design, or will you need photography or stock photography?

Please list a few designs you like and what you like about them. If applicable, list features you do not like about them as well.

WEBSITE DETAILS AND INFORMATION

Do you need hosting? If not, please list your current hosting company and the package you have with them.

Do you need advanced SEO (search engine optimization)?

Please give us the approximate project size of the website in pages, and the type of pages. If you have a site outline, please provide it in addition to this questionnaire.

Does your existing site use a CMS (content management system)? If so, what is the name of the CMS software? And if not, is this something you are wanting?

Will your site have a shopping cart, blog, social networking features, flash, video, audio, or other types of advanced features?

If you have an existing website, will you need our help moving content over? If so, approximately how many pages and forms does your site have? Are they all stored in a database?