



We Question. We Probe. We Challenge.
Because Perception is Everything.

www.aalen.ca

Web Questionnaire

Client Information:

Full Name: _____ Company: _____

How long have you been in business:

Street Address: _____ City: _____

State/Province: _____ Postal Code: _____ Telephone: _____

Fax: _____ Email address: _____

Technical Information:

Name of Current Internet Provider: _____ Nature of your business: _____

Do you already have web space? _____ Do you have an existing site? _____

If Yes, URL? _____ What URL do you plan to use? _____

Domain name Required/Owned? _____ Hosting Required? _____

Flash Intro/Splash Page required? _____

Search Engine Submission services required? _____

Message:

1. Describe your target audience/ market:

2. Who are your main competitors?

3. What do you hope to accomplish with the web project? _____

4. What message do you want to convey to your audience on your web site?

Content:

1. Who is responsible for providing content?

2. Do you want to use the content of our present site?

3. Do you have brochures and other literature which we can use to develop the content with our guidelines:

4. Other (Please Detail)

Perception:

1. Use adjectives or descriptive words to describe the atmosphere of your business web site for your audience. (Examples: professional, conservative, friendly, formal, casual, serious, experts, humorous, service-oriented, etc):

2. How is your company currently perceived? Do you want your web site to convey that same message?

3. List web site examples that you have visited and enjoyed their design. What areas or features do you find interesting about these web sites?

4. From the list of web site examples, list the functions that you want to see on your web site. Not all functions may be available, because there is a difference in server operating systems:

5. List one or two sample sites which have a similar organization (navigation) and layout to the one you want to develop:

Marketing / Updating:

1. What are your short-term marketing goals?

2. How will this web site help to meet your marketing goals?

3. Do you have an existing or planned marketing strategy in mind to promote this site? If so, please describe:

4. List what you feel is your number one business problem? (Examples: change image, increase customers, promote company, etc.)

5. What are methods of marketing you currently have in place for your existing URL? (such as: banners, business cards, search engines, etc.)

6. Do you intend on actively updating your site? If so, how often? Who is responsible for updating, your company or Aalen?

7. List in order of priority, what you want to focus on with your site:

Graphics:

1. Do you have any graphics/logos/pictures that you would like us to use? (Detail)

2. Do you need custom photos or graphics for the site?

If so, please detail:

4. Approximately how many pictures would you like taken for the site? _____

Navigation:

1. Are there any navigation elements that you would like to see? How do you prefer to present your information?

2. Approximate number of pages needed:

3. List the major sections you would like to see in your site: Examples (Members Login, FAQ, Contact Us)

1. _____ 6.

2. _____ 7.

3. _____ 8.

4. _____ 9.

5. _____ 10.

Database:

1. Do you have any elements of your web presence formula that requires a database?

2. If so, list in detail what those elements are:

Color & Texture preferences:

Do you want the colours of your logo used throughout the site? _____

Textured? _____ Solid

Colors? _____

Custom Background? _____ Themed

Background? _____

Site

Border? _____

Please list the colors you would like to see on your site:

At what stage are you currently?

I need help to define my

requirements: _____

I have the requirements, I need a
developer: _____

I already have a developer, but I'm looking at other
options: _____

Other (Please Detail):

Project:

What is your budget estimate? Can your web site be done in phases to help you meet your budget objective?

When would you like to see the first concept?

By what date would you like your site launched?

Additional

Comments: _____

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