



Getting Underway:

Designing and creating a web site does not have to be confusing...

This questionnaire is simply a research instrument which consists of questions and other prompts for the purpose of gathering information regarding the website you would like created. In order to create an accurate proposal, we will need to have you answer all of the questions listed below. We simply want to create an experience and working relationship that is as smooth as possible. 80% of this is planning...and this information is essential in taking this exciting step!

Your Contact/Organization Information:

If you have multiple businesses or websites, please use the information that will be associated with the project in question.

Company Name:	<input type="text"/>
Contact Name:	<input type="text"/>
Physical Address:	<input type="text"/>
Mailing Address:	<input type="text"/>
City/State/Zip:	<input type="text"/>
Phone/Fax:	<input type="text"/>
Email Address:	<input type="text"/>
Website/URL:	<input type="text"/>
Date:	<input type="text"/>

General Information:

Have you ever been involved in planning a web site or web site redesign?

Will this be a redesign of an existing site or creation of a new site?



Do you have a domain name registered for this site?

List all domain names registered and indicate the primary domain (if more than one)?

Web Hosting Or Technical:

Do you have a hosting company? If so, who do you use?

Who will maintain or update this site? Perform backups of site and/or database?

Will this site require/use a database?

What kind of information will this site need to read from or write to the database?

List all forms of interactivity you plan to support with this site (Ex. Blog, Forum, Cart, Video, Ect.)



Your Primary Goal:

Please state the primary goal of this website:

What Image Do You Wish To Project?

Use at least three adjectives to describe the impression the site should leave on a visitor:

Do the adjectives listed above differ from your current image?

How is your company currently perceived in the marketplace by customers?

How is your company currently perceived in the marketplace by competitors?

What is your biggest challenge in communicating your image?

What materials do you currently use to promote this business or website? Please provide copies.



Marketing

Do you have an ad agency or public relations firm? Will they be involved in this project?

How do you plan to advertise or drive traffic to your site?

Describe your target audience:

Describe your secondary audience:

Describe your industry:

Who are your largest competitors?

What do you like or dislike about their websites?



What separates you from the competitors?

List three reasons why a prospective customer would visit your web site:

Content

Web site content is the collection of all text, data, graphics, logos, images, or marketing materials that will make up the site. inventiveWebs can use existing content, content you submit, or we can help to create or develop content on your behalf. Prior to beginning the project, inventiveWebs will need all of the elements you plan to use.

List at least three sites you like or find compelling:

What elements of the sites listed above appeal to you?



Do you have a logo for this business or website? If yes, is it currently available in vector format?

Who designed your logo? What is the designer's contact info?

If you do not have a logo for this business, would you like inventiveWebs to create one?

Name items or elements you would like to see in newly designed logo?

List all pages you would like to use on this website? (ie About, Contact, Shop, ect)

Each page will need text. Have you developed the text for each page?

If you have text for the pages listed above, please submit the text for each web page to inventiveWebs via email in Microsoft Word (.doc or .docx file) or standard text (.txt file) format to cara@inventivewebs.com or jason@inventivewebs.com. The text may be modified to fit content areas on a given page, or modified for search engine optimization if need be.

Do you have images, graphics, or other media for use with this project? If yes, explain below:



If you have images, graphics, or drawings for this project, please submit those items as well and indicate if you have a preference of location for any of these items within a given web page. Please submit all artwork via email in any unedited image format to cara@inventivewebs.com or jason@inventivewebs.com. If you have many images or large images, it will be best to mail them to us on a CD-ROM at the address listed in the header of this document.

Are you partial to a particular page layout? If not, the designer will decide on this.

Are there other web sites that you want your site to link to (outbound links)?

Do you need or want banner ads created for this site? If so, please explain below:

Is there a particular color scheme to adhere to? Please provide colors, examples, or values.

What elements should be available to your users on every page of your web site? Are there special symbols or markings that should be prevalent throughout the site?



Customer Interaction:

In what ways would a customer successfully interact with your company through your web site?
(i.e. purchase product, download forms, read a brochure, get contact info, etc)

What is the primary interaction you expect your visitors to have prior to leaving the site?

What type of statistics do you wish to keep on your site and site visitors?

When And How Much?

Please note that we are often booking projects 2-4 weeks after a proposal is accepted. In general, it takes anywhere from 4-6 weeks to complete a custom web site, and can be longer if custom code needs to be written or databases are involved. Projects involving custom code and databases are excluded from this estimation as they depend entirely upon the specific needs and requirements of the project itself.

What is your timeline or estimated launch date of the site?

Is your launch date flexible?



What is your budget for the design and development of this website?

What is your budget for hosting this website?

Average Costs:

In terms of costs, a custom designed web site for small businesses with no need for database programming or a shopping cart averages between 2000.00 and 3500.00. In situations requiring light database functionality, pre built carts, light custom reporting or information gathering development costs for small businesses average between 3500.00 and 7500.00 depending on the complexity of the integration and degree of customization. These numbers are meant to give a basic idea of development and design costs only and do not include your hosting, software purchases, ssl certificates, payment gateway costs, ect. These numbers do not represent an estimate or proposal. We include these numbers to provide realistic budget numbers and rough cost estimates. We have found that many clients come to us with no budget or no realistic budget for a given project. If you have left out the budget information above, please take a few moments and consider what you are willing to invest in this project. Please also consider that websites are semi permanent, in that they only go away if you take them down. This is the main difference between print marketing and electronic marketing. Good or bad print usually ends up in the trash; whereas good or bad websites will be around conveying your message for many years. Please consider how the permanency of what you desire will reverberate through the web.

The beauty of technology is that it provides options for all budgets and estimates will be tailored for the specifics needs of each client. The estimate will be included with our proposal. inventiveWebs will submit a proposal once we receive this questionnaire and identify your specific needs.



Online stores cost more initially, here's why:

Online stores or shopping carts require items that other sites do not. You will need to purchase a quality shopping cart. Your host will need to provide a database to house your cart information which will work in conjunction with the cart and website. You will need an SSL certificate to provide data encryption and security for customer data and credit card information. You will also need a merchant account and a payment gateway which captures funds on behalf of your web site.

inventiveWebs can assist you with the setup of each aspect of collecting money online, and will advise you according to your individual situation if you need the help. This process sounds more complicated than it actually is.

When setting up an online store or shopping cart we recommend [aspdotnetstorefront](#) because of its security and flexibility. This cart is built on Microsoft's asp.NET platform in vb and c# and is backed by a Microsoft SQL Server database. All technologies are enterprise quality and well respected in the development community. Your host will need to be able to support asp.NET and SQL Server.

Notes Or Comments:

Please use the area below to notate any questions or comments you have which are not addressed within this document. (Continue on the next page if necessary)

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602.448.4766



Web Development Questionnaire

cara@inventivewebs.com
www.inventivewebs.com



You Survived The Hardest Part!

Taking the first step is sometimes the most difficult, but it can also create momentum in the right direction. Now that you have taken the time to identify your specific needs, Please email this document to cara@inventivewebs.com or jason@inventivewebs.com so that we may draw up a proposal for this project and provide more details in terms of content submission, begin date, and estimated cost.

If you prefer to print this document and fill it out by hand, please mail it to the address listed in the header of each page.

Thank you and continued success,

Cara Gregoire
consultant

inventiveWebs LLC
602.448.4766
cara@inventivewebs.com

Jason Archer
member, one who creates

inventiveWebs LLC
480.332.0433
jason@inventivewebs.com

We Work For Ourselves Because...

We believe in business and in one's right to separate oneself or one's business in the free market. It is this belief that has created a love for this creed written by Dean Alfange:

I do not choose to be a common man It is my right to be uncommon... If I can. I seek opportunity... Not security. I do not wish to be a kept citizen, humbled and dulled by having the state to dream and build, to fail and succeed.

I refuse to barter incentive for a dole. I prefer the challenges of life to the guaranteed existence; the thrill of fulfillment to the stale calm of utopia.

I will not trade freedom for beneficence nor my dignity for a hand out. I will never cower before any master nor bend to any threat.

It is my heritage to stand erect, proud, and unafraid; to think and act for myself; enjoy the benefits of my creations; and to face the world boldly and say, "This I have done with my own hand, I am a man. I am an American.

There is really no way to say this better than Alfange does above... So we have adopted the ideas these words express as our own.