



Chosen Spot Design

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I am sending you this questionnaire to get things started on your way to having a world class web site. It is very important that both you and I understand what we expect from each other in order to make this process smooth and without any bothersome hassles. Please take the time to fill out the entries

If you don't have an answer leave it blank and we will discuss it at a later time. Please do not hesitate to contact me with any questions. No question is too small if you need to have an answer and that is what I am here for.

I look forward to our next meeting.

Sincerely,

Nila Repard

Contact information

Company: _____

Contact: _____

Project manager: _____

Address: _____

City, State, Zip: _____

Telephone: _____

Main e-mail: _____

General inquiry

Rationale

1. Have you ever been involved in planning a Web site or a site redesign? Yes No
2. Will this be a redesign of the current site or the addition of new features? Yes No
3. Is this a new site? If yes, why are you unhappy with your existing site? Yes No
4. Do you have a domain name registered? Yes No
5. What is your estimated launch date? _____
6. What is the address (URL) of your present site? Yes No
7. What is your estimated budget for site development? _____

Web hosting/technical

1. Who will maintain your site? _____
If it's already on the Web, who maintains it now? _____
I will need to know your account information (username, password) at a later time.
2. What tools will they/do they use? _____
3. Have you selected a hosting provider? Yes No
4. Do you have your own Web server? Yes No
5. What legacy systems are currently in place? _____
Do they need to be converted to a Web-based system? Yes No
6. Will the site require links to a database? Yes No
What is the purpose of this database? _____
What type of database will you use? _____
What data will the Web site send to or pull from the database? _____

Marketing

- | | | |
|--|-------|----|
| 1. Do you have an advertising agency or public relations firm? | Yes | No |
| Will they be involved in the development or redesign of your Web site? | Yes | No |
| 2. How do you intend to advertise or drive traffic to your site? | Yes | No |
| 3. Describe your primary target audience. | _____ | |
| 4. Describe your secondary audience. | _____ | |
| 5. Describe your industry. | _____ | |
| 6. Who are your biggest competitors? | _____ | |
| 7. What do you like/dislike about their Web sites? | _____ | |

What are your objectives for this project?

(Check all that apply.)

- Create a new marketing presence on the Internet.
- Develop a strong online brand.
- Reposition an existing brand on the Internet.
- Develop advertising-based revenue.
- Create direct-sales revenue.
- Provide detailed product or catalog-based information.
- Establish personal contact with visitors and elicit feedback.
- Reduce traditional sales or support costs by developing or improving
- consumer/customer experience with online support.
- Build a community for a particular affinity group (such as specific types of
- customers).
- Establish a technological advantage over competitors.
- How would you define the main goal of this Web site?
- Publicity or marketing site
- Intranet
- Extranet

- Game or entertainment site
- Nonprofit or community site
- Application service provider
- Portal
- Content-based publishing site
- Sales/e-commerce site
- Other (Please describe.)

Select and rank the services you think you'll need:

Front-end experience

(1—Critical, must have; 2—Would like, but not critical; 3—Do not want)

- Logo design
- Site graphics
- Site architecture
- Content creation, editorial review
- Audio/video development
- Chat area(s)
- E-commerce transactions
- Catalog and shopping cart
- User customization
- Search feature

Back-end/technical

(1—Critical, must have; 2—Would like, but not critical; 3—Do not want)

- Database design and integration
- Content management system
- Usability testing
- Flash development
- Personalization
- Advertising management tools
- Traffic logging and analysis tools
- Merchant account/secure transactions applications
- User-tracking tool
- Administrative site maintenance tools
- Application development

- Site coding (HTML, JavaScript, ASP)
- Legacy system integration
- Web hosting recommendation
- Server selection/installation
- Ongoing site maintenance

Marketing/strategic services

(1—Critical, must have; 2—Would like, but not critical; 3—Do not want)

- Competitor comparison
- Brand building
- Search-engine listings
- Content and editorial strategy
- Launch strategy
- Product-line merchandising plan
- Publicity strategy
- Marketing materials, media kit on site

This questionnaire is based on one written by Angela Lawson, editor in chief of CNET Networks' TechRepublic and Builder.com e-newsletters and a former Web development consultant.

Web development questionnaire

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