

# SITE DESIGN QUESTIONNAIRE

Organization Name: \_\_\_\_\_

## 1. Purpose

To establish a web presence on the Internet.

To gain a favorable impression of the company or organization.

To develop a qualified list of prospects.

To sell products directly.

To encourage potential customers to contact us by phone or mail to consummate a sale.

To make available product information and price lists to distributors or customers.

Other \_\_\_\_\_

Requested System username: \_\_\_\_\_ (@yourdomain.com).

Requested Initial System password: \_\_\_\_\_ (max. of 12 characters).

Requested Domain Name: \_\_\_\_\_

## 2. Site Organization

Names of pages. Indicate with arrows or other means, which pages are "under" others. We assume that all pages are at least one level under #1, the index/welcome/home page.

1. Index/welcome/home page

2. \_\_\_\_\_

3. \_\_\_\_\_

4. \_\_\_\_\_

5. \_\_\_\_\_

6. \_\_\_\_\_

7. \_\_\_\_\_

8. \_\_\_\_\_

9. \_\_\_\_\_

10. \_\_\_\_\_

11. \_\_\_\_\_

12. \_\_\_\_\_

Total number of pages decided upon: \_\_\_\_\_

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## 3. Site and Domain Names

Site Name on Masthead: \_\_\_\_\_

Title that will shown on listings by Web search engines:

\_\_\_\_\_

## 4. Masthead Graphic

Do you want a company logo incorporated in the masthead graphic? If so, please enclose a color copy.

Do you have a photo or drawing of the product or service?

Typeface preference: \_\_\_\_\_

Preferred colors in palette (PMS colors?): \_\_\_\_\_

Other ideas: \_\_\_\_\_

## 5. Background Color or Texture

Often, no texture at all is the best choice for readability.

Preferred background color: \_\_\_\_\_

Preferred background texture: \_\_\_\_\_

## 6. Basic Page Elements

Page titles which show at top of Web browser: \_\_\_\_\_

Top-of-page graphic based on the design of the masthead graphic: \_\_\_\_\_

Standard company ID in upper left corner or near bottom of page: \_\_\_\_\_

E-mail response link to the following e-mail address: \_\_\_\_\_

Size of normal text type: \_\_\_\_\_

Tables:  Preformatted (text-only browsers),  Netscape/IE compatible,  Both.

Internal navigation by  Jump Links (text) or  Image Map and jump links.

Date stamp:  Updated \_\_\_\_\_ Design date.

## 7. Finishing Touches

Rules:  Horizontal rules or  Colored Lines compatible with color scheme.

Dressings:  Colored 3-D balls,  checkmarks, or \_\_\_\_\_ on Index page.

Logos:  New,  Updated---File names: \_\_\_\_\_

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Other: \_\_\_\_\_

We include a link at the bottom of the welcome page which reads "Web Site Designed by Platinimbus.com."

## 8. Photos, Graphics, Multimedia

You must sign a statement that you own or have permission to use any photos or graphics you send us.

Clipart File names: \_\_\_\_\_

Photos for scanning: \_\_\_\_\_

Clickable thumbnail images which link to full size pictures on their own pages? \_\_\_\_\_

Type of images to use:  GIF (artwork),  JPEG (photos),  PNG (both).

Transparent edges of images to make it appear to "float" on the page background? \_\_\_\_\_

Multimedia:  Sound,  Animation,  Video clips (not in standard packages price quote from Platinimbus.com due to large memory usage). Billed hourly.

Other: \_\_\_\_\_

## 9. Forms

Guestbooks for visitors to record comments: \_\_\_\_\_

Requests for information: \_\_\_\_\_

Surveys of customer preferences: \_\_\_\_\_

On-line order forms: \_\_\_\_\_

Order forms which can be printed out and mailed or faxed: \_\_\_\_\_

Other: \_\_\_\_\_

## 10. Registering, Advertising, and Marketing Your Web Site

Keywords that people might use to find your product or service:

\_\_\_\_\_

A 25-word (200-character) sentence or two describing your Website using as many keywords as possible in a "readable" sentence:

\_\_\_\_\_

Submission of your information to Web search engines to "register" your Web site after final payment is received:  Standard package,  Enhanced package.

Internet marketing package \_\_\_\_\_. Includes daily email promotion, reciprocal link exchange, chat room announcements, and forum postings. Billed hourly.

## 11. Maintenance and Updating

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Package prices include a credit for "maintenance and updating" of 1/2 hour to three hours (dependent upon the package type) per year, when publishing on Platinimbus.com hosting service.

This maintenance and updating credit can be applied to costs of consulting, graphics, phone support, and text updates. All work done that exceeds the credit hours listed in package will be billed at \$50.00 for Graphics and Consulting, \$50.00 hourly for phone support and text updates.

### 12. Target Date for final payment to be made and your Web Site to be advertised:

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On behalf of my organization I approve the above plan, which I have developed with Platinimbus.com Website Design Services to construct a Website, and I authorize Platinimbus.com Website Design Services to use this Web Page Planning Worksheet as the basis of the project.

Signature: \_\_\_\_\_

Date: \_\_\_\_\_ Deposit Amount: \_\_\_\_\_