

Thank you for downloading this document. To help us provide you with a detailed quote, we would like to receive from you a brief with answers to as many relevant questions from this document as possible.

We do not expect you to know everything but the more information we have, the better we will be able to serve you.

If you are not sure about any part of the brief we will be happy to contact you and discuss the brief with you after you submit the 'Quote Request' form.

GENERAL QUESTIONS

1. What is your budget range for this project?

A budget range will give us an idea of a realistic solution that will meet your resources, before we proceed to far down the project.

2. What is your time-scale?

When do you want the project delivered / the website to go live?

This will help us work towards achievable goals.

YOUR COMPANY

1. What does your company / organization do?

2. What is your company's history?

3. How you fit in to your industry sector?

4. What your niche market is?

We need to understand your company to create exactly what you need. Never assume we know enough.

THIS PROJECT

1. What is the overall goal of the new design project?

2. What are you trying to communicate and why?

3. Are you trying to do?

For example: get awareness of your product / service, generate sales, encourage enquiries, gain newsletter subscribers, obtain information from your audience, encourage them to tell a friend, solve a problem etc. You can be very specific.

4. How do you differ from your competitors?

5. Do you want to completely reinvent yourself or are you simply updating your promotional material?

Answering these questions will help us to create strong project which will have bigger chance to succeed.

YOUR TARGET AUDIENCE

1. What are your target market's demographics?

ie. the age, gender, income, tastes, views, attitudes, employment, geography, lifestyle of those you want to reach.

If you have multiple audiences, rank them in terms of importance.

The more you know your audience, the better you will be able to serve them through your website.

DESIGN AND BRANDING DIRECTION

1. How many concepts for the design would you like us to work on before the final design?

If desired, we can provide 2 or 3 ideas for your logo and design to start with, and then refine based on the idea or concept most favoured by you.

2. Could you provide us with examples of existing designs you like?

Examples of what you consider to be effective or relevant design even if it is from your main competitors will help us to understand the direction for the design and the style you would like to achieve.

3. Could you also provide us with examples of design you do not like?

Things not to do, and styles that you do not like or wish to see in your design will give us an idea of what to avoid and will avoid disappointment on your behalf.

4. Could you provide us with your old promotional material?

Understanding how you present your company and what you like / do not like or what works / does not work in your current presentation will help us to supply you with a better solution for your company or / and continue in the path you have already established.

Provide us with this material even if you are looking for completely different and new solutions. This will help us to avoid creating similar design you have already used.

5. What other information should we know in regards to specifications?

It could be colour, imagery, quantity and quality of text, typography, the atmosphere that particular designs create etc.

Please keep in mind these are suggestions and we will supply you with creative solutions and ideas for your project based on our expertise and experience.

YOUR CORPORATE IDENTITY / PRINT

1. What part of corporate identity you would like us to design for you?

That could be logo, branding document, stationary, packaging, etc.

2. Where is the logo going to be printed / used?

The web, business cards, stationery, ads, on your car?

4. Do you have or want to use a tagline?

A tagline is a short phrase that characterizes the whole enterprise.

5. What do you want to be included in your stationary set?

For example: letterhead, business cards, invoice, compliment slip, CD/DVD, CD cover, DVD cover, envelope, stickers.

6. What other printed material you would like to get designed?

For example: brochure, flyer, book, calendar etc.

6. Do you want us to get the materials printed?**7. Do you use a specific printer company for this project? Or do you want to use our printers?**

YOUR WEBSITE

1. What are the goals that you would like to achieve with your website?

For example, increased business, gaining leads or provide useful information to your site's readers. If you know what you want to achieve, we can then create a site that is aimed at meeting those goals, and be able to measure the site's effectiveness in this respect after the site's launch.

2. How do you plan to direct visitor traffic to your website?

For example, via search engines or will you manually direct them to your site?

3. Is the design and development of this website part of a larger marketing strategy? If so, please provide more information about this strategy.

YOUR WEBSITE VISITORS

1. Do you have in mind the range of abilities and disabilities of your visitors you want to include in your target audience?

It is required by law that all site owners take reasonable steps to ensure their site content is accessible to disabled users. However, it is rare that one is able to cover every single disability, so we need to identify what is realistic and achievable given the resources at hand.

2. What is the range of Internet experience would your visitors have?

If you need to include non-internet-savvy users we will need to take this into an account when thinking about the user interface to make it easier for them to use.

3. Are users required to register on your website before using it? If so, please describe how they should register, if possible, and what information you want to capture during registration.

There are many registration methods. This information will help us suggest the most appropriate one for the site.

WEBSITE SPECIFICATION

- 1. Please provide a complete set of features, describing in as much detail as possible how each feature should function. If possible, identify which features are mandatory in the first release and which ones are not or can be included later.**
- 2. Redesign - are there any specific functions you would like to include / keep / remove during re-designing your website?**

SUPPORTED MEDIA

- 1. Do you have a particular list of platforms and browsers you want supported by your website?**
Different platforms and browsers display content and design differently. Don't worry if you don't know this as we can advise.

CONTENT AND ADMINISTRATION

- 1. Do you have a content strategy? For example, how often are you looking to update your site, with what information and for what purpose?**

Having a content strategy in place will enable us to design the site structure which will work with the strategy.

- 2. Will you be able to provide all of the site's content before the website design work begins?**

Having the actual content will help us design appropriately for the site and will help you understand how much content you will need for each page/section of the site.

- 3. Do you already have the site's content structure in mind, and if so, can you provide a sitemap for this?**

Don't worry if you do not have this because we can advise.

- 4. What copy needs to be included in the design? Who is providing the copy?**

- 5. How many and which languages will be used? Do you require localisation?**

- 6. Who will be responsible for uploading content to the website, and what is their experience in this area, e.g. the types of editing tools they have used in the past?**

This affects the type of user interface we build for the site's administrators.

- 7. What type of media will you be uploading to the site as content, in addition to text and images, e.g. audio files, videos and Flash animation?**

This will impact how much disk space you will need in your web hosting subscription.

- 8. What pictures / photographs / diagrams etc need to be used?**

- 9. Will you provide all imagery for the site's content or do you want us to create them for you?**

The copy and pictures used in a design are as crucial as the design itself and you should clearly state who is going to be providing the copy and pictures if needed.

You may need to look into getting a professional copywriter / photographer - you can ask us for recommendations or we can provide the services for you.

ECOMMERCE

- 1. Will you need ecommerce capabilities on your website, for example, displaying a catalogue of services and products and allowing users to purchase or make payments online?**
- 2. What is the price range of products or services you will be selling through your website?**
- 3. How do you want purchases to be paid for (e.g. credit card, cheque, mobile phone)?**
- 4. Do you have a preferred payment gateway you would like to use?**
- 5. How many sections and products in those sections are you going to sell?**

CMS (Content Management System)

- 1. Will you require CMS for your website? What pages you would require to manage through CMS?**
- 2. Would you require connect your CMS with other parts of your marketing - newsletters, mobile site, etc?**

THIRD-PARTY CONTENT

- 1. If the website will be using content from other website, please list those websites and a break down of the content from each site that your site will be using.**
- 2. Will the third-party content you are using be freely available, purchased by you or licenced by you?**

WEB ANALYTICS

- 1. Would you like us to set up a Google Analytics account for your website?**
This would allow you to get full analytic information about traffic on your website.

DOMAIN AND HOSTING

- 1. Do you already have a web hosting subscription you would want to use for this website?**
If so, can you provide details of the hosting package, in particular:
 - a. The hosting company and the hosting package purchased
 - b. Type of operating system, e.g. Linux or Windows
 - c. Whether the PHP programming language is supported
 - d. Database package available, e.g. MySQL or SQLite
 - e. Whether there is FTP or SFTP access
- 2. Do you already subscribe to a domain name you will be using for this website?**

MOBILE SITE

1. Would you require a design of a mobile site?

The mobile market and users using mobile web is rapidly growing and it could give an advantage to your company to build a site for mobile devices.

2. What would be a content of the site?

E-MAIL MARKETING

1. How many templates will you require?

2. Do you want us to take care of the monthly/quarterly/time-to-time updates?

3. Do you require from us to take over the process of sending the newsletters for you?

SOCIAL MEDIA

1. Would you like to implement social media and sharing into your site?

2. Would you like us to help you to choose the best social networking sites for your business and create profiles for you?

3. Would you like to include blog, forum, rss feeds etc. into your site?

MULTIMEDIA

1. What multimedia product you would like to get designed?

That could be an interactive DVD/CD (content), showreel, animation, video, motion graphics, etc.

2. What is the content of the interactive DVD/CD?

3. What are the specifications for the showreel/animation/video/motion graphics?

a. Content

b. Frame rate and size

c. Type of compression

d. Type of animation

SUPPORT

1. Will you need technical support for using and administrating the site? If so, for how long?

Feel free to mention anything which we didn't list in this questionnaire.

Thank you.