

Website Questionnaire

Personal Information

Contact Name: _____

Company Name: _____

Company Address: _____

City: _____

State: _____

Zip Code: _____

Phone: _____

E-mail: _____

Instant Messenger(s) (MSN, AIM, Yahoo, or ICQ):

Goals

What is the mission or purpose of your business or organization?

Do you have a tagline? If so, what is it?

What is the purpose of your web site? What do you intend to accomplish with it?

What are the objectives of developing/redesigning your website?

- E-Commerce/On-Line Sales
- Improve Customer Service
- Provide Information on Products and Services
- Broaden your Customer Base
- Supplement your Current Advertising
- Keep in Contact with Current Customers
- Improve Site Design & Layout
- Improve Functionality and Navigation
- Other (Please Describe): _____

What areas of service are you interested in from Extreme Programming?

- Domain Registration
- Web Site Design & Development
- Web Site Enhancement
- Web Hosting
- E-Commerce/Shopping Cart
- Web Programming
- Database Integration
- Flash Animation Design
- Brochure Design
- Business Cards/Letterhead Design
- Internet Marketing & Promotion
- Grammar & Text Editing
- Web Site Maintenance
- Other (Please Describe): _____

Target Audience / Community

Who is your target audience or community? (Age, gender, interests, locality)

Who is your competition?

When people come to your site, do they want to:

- Hire you to perform a service?
- Join your organization?
- Communicate with you?
- Information about a topic
- Information about your products, services or organization
- To be entertained
- To comparison shop or to buy a product
- To connect with others of similar interests
- To Register for an account, if checked, please describe

Other: _____

Please circle which of the following are **true** of your audience or the people you hope to reach through your web site:

Web Savvy: Experienced Novice Mixed
 DSL or Cable Dialup Connection

Content Needed: Brochure Catalog Regularly Updated Information
 Ordering Fast Loading Detailed Information
 Account Login

Image & Style

The visual metaphors, graphic design and color scheme of your web site will communicate volumes to the visitor about you and your business.

What IMAGE or feel do you want to project?

- | | | |
|---------------------------------------|---------------------------------------|--|
| <input type="checkbox"/> Traditional | <input type="checkbox"/> Corporate | <input type="checkbox"/> Creative |
| <input type="checkbox"/> Contemporary | <input type="checkbox"/> Personal | <input type="checkbox"/> Low-Cost |
| <input type="checkbox"/> Conservative | <input type="checkbox"/> Expensive | <input type="checkbox"/> Exciting |
| <input type="checkbox"/> Cutting edge | <input type="checkbox"/> Affordable | <input type="checkbox"/> Elite |
| <input type="checkbox"/> Formal | <input type="checkbox"/> Professional | <input type="checkbox"/> Industry Leader |
| <input type="checkbox"/> Casual | <input type="checkbox"/> Serious | <input type="checkbox"/> Other: _____ |
| | <input type="checkbox"/> Friendly | |

What STYLE do you want to communicate?

- | | | |
|---------------------------------------|--|---|
| <input type="checkbox"/> Serene | <input type="checkbox"/> Elegant | <input type="checkbox"/> Mellow |
| <input type="checkbox"/> Spiritual | <input type="checkbox"/> Funky | <input type="checkbox"/> Comforting, caring |
| <input type="checkbox"/> Powerful | <input type="checkbox"/> Ethnic | <input type="checkbox"/> Romantic |
| <input type="checkbox"/> Cool | <input type="checkbox"/> Natural/Organic | <input type="checkbox"/> Sensual |
| <input type="checkbox"/> Technical | <input type="checkbox"/> High tech | <input type="checkbox"/> Authoritative |
| <input type="checkbox"/> Funky | <input type="checkbox"/> Frivolous | <input type="checkbox"/> Delicate |
| <input type="checkbox"/> Conservative | <input type="checkbox"/> Fun | <input type="checkbox"/> Energetic |
| <input type="checkbox"/> Simple | <input type="checkbox"/> Flashy | <input type="checkbox"/> Historical |
| <input type="checkbox"/> Artistic | <input type="checkbox"/> Muted | <input type="checkbox"/> Festive |
| <input type="checkbox"/> Hip | <input type="checkbox"/> Soft | <input type="checkbox"/> Fanciful |
| <input type="checkbox"/> Classic | <input type="checkbox"/> Playful | <input type="checkbox"/> Other: _____ |
| | <input type="checkbox"/> Down to earth | |

Please specify what color combinations you would like for your site.

Please list a few web sites that have an image or style that you like, and why.

Please list a few web sites that have an image or style that you **DO NOT** like, and why.

List one or two sample sites with a similar structure and layout for your site.

Please list some of your competitor's web sites, if you know of any. Let us know what you like and don't like about some of these sites.

Functionality

Please indicate any of the following features desired:

- About Us
- Contact Info
- Personnel Bios
- Testimonials
- FAQs
- Service/Product Descriptions
- Event Calendar
- Classifieds
- Guestbook
- Chat Room
- Opinion Poll
- Shopping Cart
- Links
- Photo Gallery
- Email Capture and Admin
- Content Management
- Mailing list (announcement only) This is what you use to send out announcements or email newsletters.
- Mailing list discussion group
- Online Message board or forum
- Contact, subscription, survey or feedback forms
- Password protection for certain pages
- Site search engine
- E-cards
- Music clips
- Video clips
- File Upload - Type

Do you need a "Members Only" section of the site?

List any other features/sections you would like to have in your site:

What, if any, additional buttons/pages do you foresee being added later?

Graphics and Text

How will the text be provided for your website?

- Use the text of our present website
- We will provide the content for the site on disk or electronic transfer
- We can provide literature and other printed materials
- Other (Please Describe): _____

How will the images of your website be provided?

- Use the images of our present site
- We will provide the images for you on disk or electronic transfer
- We have pictures/printed material (requires scanning)
- Provide us with images suitable to our specifications
- Other (Please Describe): _____

How many images will be in your site? (estimated)

- Not sure
- 1-5
- 6-10
- 11-20
- 21-30
- 31-40
- Other (Please Describe): _____

e) How will the logo or graphics be provided?

- Use the logo/custom graphics of our present site
- We will provide the logo/custom graphics on a disk or electronic transfer
- Develop a logo or custom graphics for our site
- Other (Please Describe): _____

If you have a logo or custom graphics, in what format can you provide us with your logo?

- jpg
- gif
- tiff
- psd
- pdf
- ai

E-commerce

Do you want to enable shopping cart capability to the website?

- No
- Yes

If Yes, how many products and/or images will be included? (estimated)

How will your website handle payment processing?

- Traditional Processing (Checks, Money Order, etc.)
- Manual Credit Card Processing (Processed by the merchant)
- Real-Time Credit Card Processing (Automatically processed on checkout)

Do you already have a merchant account for manual credit card processing?

- No
- Yes (Company name:) _____

Timeline / Domain Name & Hosting / Maintenance & Updating

When would you like your web site to be launched? _____

Have you registered a domain name? Yes No

If you have, what is it? _____

Will you be hosting your site with us? Yes No

If you are not hosting your site with us, what is the URL of the hosting company?

(Ex.:http://www.company.com) _____

What server technology is your website hosted on?

- UNIX
- Linux
- Windows 2000, 2003, or similar
- Not Sure

Is your website currently connected to a database? (If yes, please choose)

- mySQL
- Microsoft Access 97/2000
- Oracle
- SQL Server
- Other (Please Describe): _____

Will your website need to connect to a database?

- No
- Yes

If Yes, how will the database be provided?

- Use our existing database
- Create a new database
- Other (Please Describe): _____

Do you plan to maintain and update your own site? Yes No Maybe

Would you like us to do that for you? Yes No Maybe

Promotion

Do you plan to submit your site to search engines? Yes No

Would you like us to do that for you? Yes No Haven't decided

Miscellaneous

a) How involved will you be in the process of developing your site?

- Very Much
- Some Interaction
- Little Interaction

b) Are you looking to joint venture with us on this project?

- No
- Yes (Please Describe)

Your budget for your web site: _____