

Client Questionnaire Poole Design Studio

The more information that you can supply us in this worksheet, the more informed and useful our response will be to you. Don't worry if you are not sure of all the details - we will be happy to work with you to hone in on what will best meet your needs. If you have any questions, please don't hesitate to contact me directly at: 925-989-0719.

Contact Information:

Name: _____

Company: _____

E-mail: _____

Address: _____

City, State, Zip: _____

Telephone: _____

Fax: _____

URL, if any: http://_____.com.

Where is it hosted? _____

Do you own the domain name? Yes _____ No _____

Do you have control and access to your domain? Yes _____ No _____

Goals for Your Web Site:

What is the nature of your website?

Business to Business Business to Consumer Combination Increase Recognition

Please rank the following objectives in order of importance. 1 being most important, 5 is least important or n/a for not applicable.

Establish site branding and logo identity ____ Accessibility to your product and service line 24/7 ____

Increase consumer market and exposure ____

Other goals for your site:

What are 5 words that your customers are going to type into a search engine when they want to find you?

- 1.
- 2.
- 3.
- 4.
- 5.

Who is your target audience? Please indicate age, gender, employment status, behavior and activities.

Content and Information

Standard pages on a web site usually consist of: About our Company, Customer Service Information, Privacy Policy, Products and Services Overview, Contact Information etc.

Please check any pages/features you envision as part of your site. Feel free to indicate 1-5 degree of importance:

- | | | | | | |
|-------------------------------|-------------------------------------|-----------------------------------|--------------------------------------|---------------------------------------|-------------------------------------|
| <input type="checkbox"/> Home | <input type="checkbox"/> About (Us) | <input type="checkbox"/> Services | <input type="checkbox"/> Client List | <input type="checkbox"/> Contact (Us) | <input type="checkbox"/> Directions |
| <input type="checkbox"/> News | <input type="checkbox"/> FAQs | <input type="checkbox"/> Links | <input type="checkbox"/> Resources | <input type="checkbox"/> Bio(s) | <input type="checkbox"/> Site Map |

Special Features:

- | | | | | | |
|--|---|-------------------------------------|----------------------------------|---------------------------------------|--|
| <input type="checkbox"/> Flash | <input type="checkbox"/> Video | <input type="checkbox"/> Portfolio | <input type="checkbox"/> Search | <input type="checkbox"/> Illustration | <input type="checkbox"/> Image Gallery |
| <input type="checkbox"/> Quotes | <input type="checkbox"/> Map | <input type="checkbox"/> Newsletter | <input type="checkbox"/> Uploads | <input type="checkbox"/> Downloads | <input type="checkbox"/> Testimonials |
| <input type="checkbox"/> Upcoming Events | <input type="checkbox"/> Online Payment | | | | |

Please list any additional or custom pages you would like to add. Also, feel free to ask any questions concerning the above features:

Approximately how many pages will you require? _____

Other ideas:

Info about your products and services

What type of products and/or services to do you offer?

Will your company provide web content (i.e...e-zene, articles, news, etc)?

How many content pages will you be publishing on your site per month?

1-5 6-15 16-25 25+

Can you briefly describe the type of content you are publishing?

What type of content will you be offering? Indicate all that apply

Text Audio Video Imagery

Will your company be selling products on your web site? Yes No In the future

Will you authorize credit card payments at the time the order is placed, or manually?

Online Manually Don't know

How often do you foresee needing to update your site? Monthly___ Seasonally___ Annually___

What type of updates do you foresee? Please indicate all that apply:

Textural changes Graphics changes Price Changes

Content Changes Other Changes

Interface Design/Aesthetic

Do you have an existing Logo? Yes No

Would you like us to design/redesign a logo for your company? Yes No

Is there a specific theme you had in mind to incorporate into the website?

Are there any colors you had in mind to incorporate into the site?

Describe the sites desired look and feel by using adjectives and short phrases:

Can you provide us with a list of competitor web sites?

- 1.
- 2.
- 3.

Graphics, Media & Presentation

Do you have any product images already in a digital format? (JPG, GIF,BMP, PNG, AI) Yes No

Site Hosting, Budget & Time Frame

What is your budget for the design and development of your site?

- | | |
|---|---|
| <input type="checkbox"/> \$1,000-\$5,000 | <input type="checkbox"/> \$5,000-\$10,000 |
| <input type="checkbox"/> \$10,000-\$20,000 | <input type="checkbox"/> \$20,000-30,000 |
| <input type="checkbox"/> \$30,000-\$40,000 | <input type="checkbox"/> \$40,000-50,000 |
| <input type="checkbox"/> \$50,000-\$100,000 | <input type="checkbox"/> over \$100,000 |

Target date for site to be posted on the internet in full _____

Thank you for taking the time to complete this survey. Please e-mail it to me at info@pooled.com or mail it to: Kathleen Poole, 151 Spyrock Court, Walnut Creek, CA 94595, Fax: 925-891-4334