

PRESENTABLE CHAOS



WEB IDEAS

Feel like you don't know where to start? What to do next? Let me help with that.

The following questions will help you think through your project goals, as well as give me information needed to start developing a proposal and cost estimate for your project. This is a valuable investment for both of us, as it will save us time later by clearly defining different aspects of the work at this early stage.

Completing this questionnaire does not obligate you to anything.

Once we receive your fully completed survey, we'll need a few days to tailor a proposal to your unique website needs.

If you have any questions at all, send us an email. Thank you in advance!

You Are? (Tell us about yourself)

- * Your name _____
- * Business or organization name _____
- * Position (or Title) _____
- * Mailing address _____
- * Contact phone number _____
- * E-mail address _____
- * Current URL (if you have one) _____
- * Where did you hear about Presentable Chaos? _____
- _____
- * In a paragraph (or two), describe your business and its history.
(i.e. Who are you? What do you do? Why is it important?)

What is it you do? (Tell us about your project)

- * Please describe your project (what your website will promote or sell).

- * What is the URL address (or domain name) you would like to use for your website (if it is available)?

- * What is the intended launch date for your site? Are there any external factors (advertising campaign, trade shows, etc.) that affected this date? Is this date flexible?

- * Please estimate your budget for this project.

Who is your audience?

- * Who will be the primary and secondary users of your site?
- * What do they do for a living? What is important to them?
- * Why would they be visiting your website?
(For example: viewing a portfolio, buying a product, looking for help, reading the content.)

What would you like to achieve?

- * What kind of feelings would you like a visitor to experience while visiting your site?
(Some examples are: excitement, comfort, inspiration, connectedness, etc.)
- * Use a few adjectives to describe how a visitor should perceive the look and feel of your website.
(Some examples include: edgy, friendly, classic, fun, forward-thinking, innovative, traditional, crisp, etc.)
- * Please list a few addresses of the websites you like. What are the strengths of each of these sites?
Look and Feel: list 1 or 2 sites that you like the look of
Color: list 1 or 2 sites that you like the color combinations of
Site Organization & Layout: (List 1 or 2 sites that have a navigation structure/layout similar to what you would like)

What will the site look like?

- * List the major sections you want included in your site.
Examples: Home, About Us, Products, Services, Contact Us
 - 1.
 - 2.
 - 3.
 - 4.
 - 5.
- * List some of the features you want to use on the website?
Examples: Contact Form, Shopping Cart, Search Engine
 - 1.
 - 2.
 - 3.
 - 4.
 - 5.
- * If your project includes an e-commerce element, how many different items will you sell?
What e-commerce method are you thinking of using?

What will be in the site?

* TEXT: Which of the following best describes the text you will use for your site?

1. Use what is on our current site.
2. We have brochures and other papers to get the info from.
3. We will provide the content in electronic format.

* GRAPHICS:

- * Do you have a logo, graphics and an established style guide (colors, fonts, etc.) for the website? If so, please describe here or attach a file below.
- * Please attach any other files for us to see here (logos, graphics, work, etc.)
- * Does your project include interactive media, such as Flash, streaming video, or music?

Last (but not least)...

- * How much updating will your site require? Would you like to do it yourself?
- * Will you need Presentable Chaos to produce any printed materials to accompany the website? (i.e. Promotional postcards, print ads or business cards?)
- * Is there anything else we need to know? Please tell us now.

WHAT'S NEXT?

Estimate & Proposal -----

After reviewing your survey, we may have questions. We will contact you, if we do. Once we have a good understanding of your project, we'll send you an estimate (usually within a week).

Begin Project -----

Once you decide on the start date, we begin working together and you will receive an invitation to our project area where we can begin to collaborate on your website.

Thanks for taking the time to complete this questionnaire. We will be contacting you shortly.