



Web design Questionnaire

Fax: 619 - 923 2507
info@cofamedia.com
Tel: 1877 2web007
(1877 293 2007)

Contact Information

Company Name _____

Address _____

Contact Name _____

Phone _____

Title: _____

Fax: _____

Email _____

How did you hear about Cofa?

Services

What Web Services are you interested in? Check all those that apply.

Web Site Design & Development Logo
Design
Scanning and Image optimization
Image and Graphic sourcing
Custom design
Web Site Maintenance
Site Analysis

E-commerce
Search Engine Placement
Technical Marketing
Web Site Marketing
Advertising
Web Site Hosting
Domain Name Registration

Database Development
Redesign of current site
Dial-up Internet Service
Business Class DSL
T-1 connection

Who will be the contact person(s) for your Web site?

Are you scheduling other events around this
deadline?

What is the budget for your project? Does this include
hosting and maintenance?

Would you like the project broken down in phases
to help you meet your goals?

Is there a deadline for this project?

Will this be a new Web site design or redesign of existing
Web site? If you already have a Web site will you be using
your existing content?

Background

Describe the nature of your business.

Describe your target audience (i.e. average age, special
interests, income level, education level). Do they have any
special needs?

List the services that your company provides:

Do you currently have marketing materials that we should
incorporate into our design?

How many pages do you anticipate that your
Web site will have?

Goals, Purpose, Concept, Focus, Direction, Strategy and Message

What is the core purpose of your website? Check all those that apply.

Entertainment
Increase corporate, brand, product
recognition
Reduce customer service calls

Increase sales
Improve internal communication
Increase prospective
customer base

Gather data
Other _____

What is the primary message you wish to convey?

What kind of interactivity will your site need?

Do you have any specific design elements in mind?

Style, Design Message, Theme

What image do you want your site to project, what should be "the look and feel"?

Please list some examples of sites that you like.

Sites where I like the navigation:

Sites where I like the color scheme:

Sites where I like the branding or image:

Sites designed for the same target audience:

Please list some competitor's sites and what you like and dislike about them.

Please list some sites that you like in general/overall. Explain what you like and dislike.

Please list sites that you do not like. Explain.

Logo and Corporate Identity

Do you have a company logo? Yes No

Do you have a company slogan and/or mission statement? Yes No

Approximately how many photos/graphics would you like to use on the site?

Do you have a separate budget for images? Yes No

Do you have a corporate color scheme or any symbols/icons that we should incorporate in our design? Yes No

Do you have anything in mind for background images or colors?

E-commerce

Are you going to be accepting credit cards? Yes No

If so do you currently have a merchant account? Yes No

List the name of your merchant account if you have one.

How many products and/or services do you plan to sell?

Maintenance

Would you be interested in having us do updates and maintenance to your site? Yes No

If so do you currently have a merchant account? Yes No

How often would you require updates?

Daily Weekly Monthly

Quarterly Other

Would be interested in assistance fromCofa to promote your site and/or register you with search engines? Yes No

Are there parts of your site that will need to change regularly (i.e. products, prices, announcements, etc.)?

What is your number one business problem? How could a new Web site assist you in solving this problem?

Set-up & Hosting

Do you currently have a Web hosting package? If so, what company currently hosts your site?

Would you like Cofa to host your site? Yes No

What email software do you currently use?

How many email accounts will you need? _____

Do you currently own your own domain(s)? Yes No

If not would you like help in acquiring and registering one? Yes No

If yes, please list your top three choices and we will find out if one of your choices is available.

1. _____
2. _____
3. _____

If you already own your own domain(s) please list below as relevant to this project.

Would you like access to Web statistics on your site? Yes No