

Company overview & design questions

Job details

Date

Job name

Client name

Client manager

Contact

Email

Phone

Mobile

Product/service description

Overview

History

Present position

Goals for future

Competitor information

Communication background

Previous communication activity

Please supply samples if suitable

Future communication activity

Communication task – “The message”

What is the message

Function or desired response

Competitive advantage

Any commercial/cultural sensitivities?

Should anything be played down?

Target market

Demographics

Age

Gender

Lifestyle

Other

Product specifications

Any style guides which should be observed?

What qualities should the website have?

Elements to be featured prominently in the website

Brand model

Attributes

eg. Euro design, individuality, high tech

Benefits

eg. Comfort, health, quick service

Values

eg. Safety, tradition, sustainable business

Personality

eg. Fun, brainy, humorous

Programming questions

What function is the website going to perform for your company?

e.g. online store, promote the company's services, keep relevant people informed of upcoming news and events etc.

What is the website's proposed structure; what unique pages and sections will your website require?

Please supply a basic tree diagram, or similar visual structure, for websites with more than 5 pages.

Will the website require any special functionality? If so, please list any required functionality.

e.g. animated slideshow, special effects, database storage, Google Maps, contact form

Please do not hesitate to list any functionality you are interested in as well as we can quote the development of them separately for your consideration.

Will the website require occasional, or even frequent, updates?

If so, will you prefer to do this yourself or would you like us to do it on your behalf?

Will you require your website to appear on Google and other search engines?

If so, please advise of the target search keywords and phrases e.g. "perth copyright law firm"
or "computer support in balcatta"

Budget

Available budget

Timetable

Template concepts

Programming
