



P.O. BOX 802, San Fernando, CA. 91340
Tel: (818)470-9808

Website Design & Development

Thank you for your recent interest in Grafikos Web Services for the design of your organization's website. On rare occasions, if we determine that you require any special equipment or supplies to complete the project we will alert you immediately of the need.

Because you know your organization/business best and in order for us to be able to become acquainted with your customers, business, and organization, we have prepared the following questionnaire. We cannot begin any project without its completion. We will be following up with questions to clarify our view of how you envision your website.

Our web design business can operate as a fully functional entity, similar to what you may pay outside services to provide. We operate on a relatively fast-track and from experience we find that our only delays arise from receiving information from our clients. Therefore, we will not be able to begin a project until all materials that we ask for are in our possession including images and text. We will notify you if we need other information.

Again, thank you for your interest.

Sincerely,

Sergio Hernandez

Owner

Grafikos Digital Media & Designs

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CLIENT SURVEY—INITIAL STEP

Please complete as many of the following questions regarding your request for a website. It will help us to know your business/industry better and develop a more user-friendly website to fit your business needs.

General Information

1. What is the name of your company/organization **and** current (or intended) URL (domain name)? Ex. www.yourname.com

*If you do not currently own a domain name, we can suggest domains upon request.

2. Who are the primary contacts from your organization and who has final approval on the project? Please list names, titles, email addresses, and phone numbers.

Names	Titles	Email	Phone#

3. What is your intended launch date for the new site? Are there any outside considerations that might affect the schedule (for example, PR launch, tradeshow, annual report)?

4. Do you have a specific budget limit already established for this project? Can this project be divided into phases to accommodate budget and timing constraints?

Reasons for Design

5. What are the main reasons for the need of your site (new business, expanded services, different audience, informational)?

6. What existing strategy (online or in printed material) is in place to meet the new business objectives? (Brochures, other print advertising etc.)



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Audience/Desired Action

7. Describe a typical user coming to your proposed site. How often is the user online, and what does he/she generally use the web for? How old is the user and what does he/she do for a living? (Use as much detail as possible in profiling your target user. Profile more than one type if appropriate.)

8. What is the primary “action” the user should take when coming to your site (make a purchase, become a member, search for information)?

9. What are the key reasons why the target user chooses your company’s products and/or services versus the competition (cost, service, value)?

Perception

10. Use a few adjectives to describe how the user should perceive the new site. (Examples include prestigious, friendly, corporate, fun, forward thinking, innovative, and cutting edge.) Is this different than the current image perception?

11. How does your company differentiate itself from competitors? Do you think your current audience differentiates you from your competition? Please list competitor URLs if any.

12. List the URLs (web site addresses) of any sites you find exciting. What specifically do you like about these sites?



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Content

13. Describe and attach examples of visual elements, marketing materials or content that should be included in the site. (ex; logos, color schemes, navigation, and so on).

14. Do you already have a sitemap or outline for the proposed design? If so, please attach. If one is not provided, we will draft one for your approval.

Technology

16. What is your target platform and browser (if you know: Mac, Windows, Internet Explorer, FireFox, Safari, Chrome)?

17. Are there specific technologies (Flash, DHTML JavaScript, Real Audio, Streaming Video) that you would like to use in the site?

18. Will you have database functionality (dynamic content generation, search capabilities, personalization/Login)? Do you already have a database in place? Please describe it in detail, including specific information regarding existing programs and software.

19. Will you have a need for secured transactions (e-commerce)? Please describe in detail.

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