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DEFINING YOUR WEBSITE PROJECT BLUEPRINT

ANALYSIS STEP 1: DEFINING YOUR WEBSITE PROJECT BLUEPRINT

Dear potential customer of DMS,

Thank you for your request of a web design quote from us. We promise to send you a quote within 24 hours after receiving your feedback and confirming all the requirements.

Being the most trusting and respecting web design firm, we make sure that we understand our client's needs. Please provide us as much details as possible and skip any question that you don't feel like answering.

If you have any question, feel-free to contact us via this email.

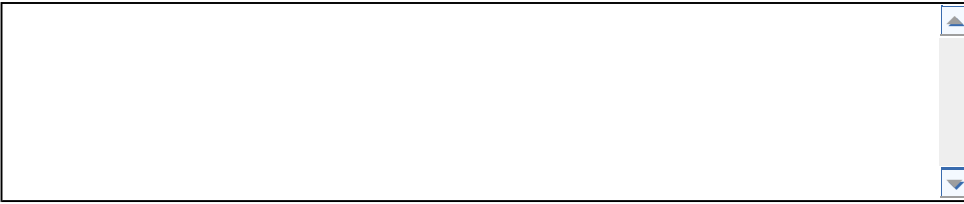
1. Please enter your company name and address below.

| | | | |
|---------------|-------------------------------------|----------|----------------------|
| First Name: | <input type="text"/> | | |
| Last Name: | <input type="text"/> | | |
| Company: | <input type="text"/> | | |
| Address: | <input type="text"/> | | |
| City: | <input type="text"/> | | |
| State: | <input type="text" value="AL"/> | Zipcode: | <input type="text"/> |
| Country: | <input type="text" value="Canada"/> | | |
| Phone Number: | <input type="text"/> | Ext: | <input type="text"/> |
| Fax Number: | <input type="text"/> | | |
| Email | <input type="text"/> | | |


Description:

2. Define the goal(s) and objective(s) of this website project:**3. Define your target audience.**

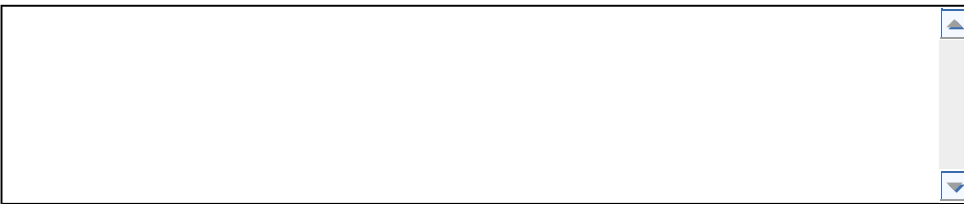
4. Define basic functionalities - What can a user do when he or she arrives at your site? For example, a user can buy products on your website, view published information, send email via contact form, download file?, etc.



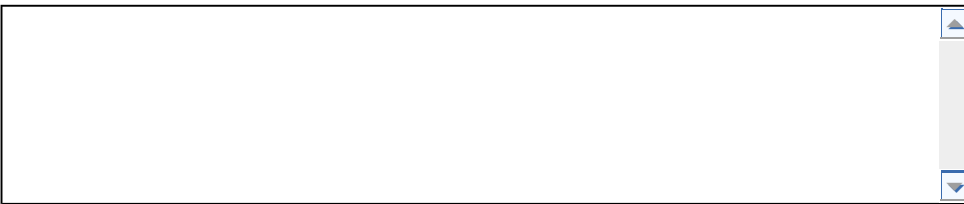
5. Define the type of user(s) - How many different types of user(s) will this website serve? For example, most websites have two types of users: the system admin can manage the website after logged in and the public user that can surf the site without having to log in.



6. Define the needs of a website administrator's role. For example, as a website administrator you would like to update the contents of your site, upload files, manage customer accounts, etc.



7. Defining the basic sitemap of your website - the sitemap of a website is like an index of a chapters book. It outlines all the major pages or sections of your site.



8. Service(s) you are looking for: You can select more than one and please remember to insert a comment if needed.

- Web Design Service - including all aspects of creating a website.
- Graphic Design Service - only graphic design services
- Search Engine Optimization - only SEO services
- CD/DVD Design & Marketing - only CD/ DVD design & replication services
- Software Products - already made web based applications
- Other, Please Specify

9. Comment(s)



10. If you are looking for a Website Design Service, please clarify.

- I am looking for a new website.
- Just updating my existing website.
- Not sure what to do and need recommendation.

11. If you already have a website, please provide the website address below.

12. What is it about your current website that you don't like or having problem with?

13. In general, what would you like your new or updated website to have?

14. Approximately, how many pages do you think your website will have or need to be updated?

- 5 pages to 10 pages
- 10 pages to 20 pages
- 20 pages to 40 pages
- 50 pages to 60 pages
- 60 pages to 100 pages
- 100 pages or more

15. Approximately, how many pictures or images do you think your website will have or need to be updated?

- 5 pages to 10 images / pictures
- 10 pages to 20 images / pictures
- 20 pages to 40 images / pictures
- 50 pages to 60 images / pictures
- 60 pages to images / pictures
- 100 pages or more images / pictures

16. Your new website will have... (Do the best you can on this one.)

| | Definitely | Maybe | Not Sure | Absolutely Not | Tell me more |
|--------------|-----------------------|-----------------------|-----------------------|-----------------------|-----------------------|
| Texts | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |
| Images | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |
| Video | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |
| Audio | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |
| Flash Banner | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |
| Flash Movies | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |

| | | | | | |
|---------------------------------|-----------------------|-----------------------|-----------------------|-----------------------|-----------------------|
| Database | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |
| Shopping Cart | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |
| Chatline | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |
| Search Engine Optimized | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |
| Content Management System (CMS) | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |

17. Comment(s)

18. Do you have all the contents ready such as texts, images, video, audio, etc?

| | 100% done | 80% done | 50% done | Less than 50% done | Not applicable |
|--------|-----------------------|-----------------------|-----------------------|-----------------------|-----------------------|
| Texts | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |
| Images | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |
| Video | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |
| Audio | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |

19. Comment(s)

20. Please rank your website priorities?

| | Not important | Important | Very important | Critical / must have | Tell me more |
|-----------------------------------|-----------------------|-----------------------|-----------------------|-----------------------|-----------------------|
| Search Engine Optimization | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |
| Good Design \ Look & Feel | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |
| Ease of Use | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |
| Layout Consistency | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |
| Ability to self-manage site (CMS) | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |

21. What is your opinion?

| | Somewhat disagree | Somewhat agree | Agree | Strongly agree |
|---|-----------------------|-----------------------|-----------------------|-----------------------|
| A user should not have to click more than 3 times for anything. | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |
| A new visitor should know what you do for a living within 5 seconds arrived at your site? | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |
| A sole purpose of a website is | | | | |

to disseminate info as quick
as possible?

Your contact info such as
phone and email should be
available for potential client
at any page?

 22. Comment(s)**23. Will you be conducting online transactions (shopping cart) on this site?**

- Yes
 No

24. If shopping cart is needed, would you please tell us the general requirements for this shopping cart?**25. Your website needs to be updated...**

- Weekly
 Monthly
 Daily
 Annually

26. Would you be able to provide us a reference of three websites that you like? This gives us a better understanding of your requirements.

- Yes
 No

27. Please copy and paste the links of the three websites that you like here, if possible.**28. Are you planning to stay with your current web hosting company? Skip if you don't have a website.**

- Yes
 No

29. If someone offers a better deal on web hosting services, will you be willing to move?

- Yes

No

30. Please tell us about your business goal for this website?

31. Please tell us about your marketing goal for this website?

32. What percent of new business / new client comes from your website currently?

- Less than 5%
- 5% to 10%
- 10% to 20%
- 20% or more

33. Final comment - is there anything else you need us to know?