



PROPOSAL QUESTIONNAIRE

In an effort to better understand your company and your project needs, we'd like you to fill out this questionnaire. Please respond to the following questions in as much detail as possible. These questions are designed to reveal aspects of your project that are most important to you as well as those that may require more thought. Once you've completed the questionnaire, please send it back to us so that we can start on your project proposal as soon as possible. Thanks!

1. **Who is the primary decision maker for this project? Please list full name and contact information (email, phone, etc).**
2. **Describe your company - its practices, its personality, its vision. How did the company start and what makes you relevant to the business world?**
3. **List 10 descriptive keywords that best represent your company or the way you want people to perceive your company.**
4. **Describe this project - the motivation behind it, the focus, the purpose - tell us what your project is all about and why you want to have it done. (ie special event, new product or service, etc)**
5. **Describe the style, look and feel you have in mind for this project. This can be color considerations, emotional appeal, etc.**
6. **What factors will determine the success of this project? What are your expectations and what is the end result that you are seeking?**
7. **What is your target deadline for completion of this project (please consider all production, including printing and editing, etc)? Also state the reason behind this deadline.**
8. **Tell us about your customer base or clients (especially in relation to this project). Who are they, what are their ages, races, interests, etc?**

9. Why will people choose your company over your competitors? What makes you different, better, or unique? Also consider what your customers value most from you and what their most important concerns are.

10. Who do you consider your competitors? List specific businesses if possible.

CONTENT QUESTIONS

11. Do you have a digital file of your logo? If yes, what file types do you have (we prefer .EPS). If no, would you be interested in having us design a custom logo?

12. Do you have written content prepared? If no, will you be acquiring this or will we need to write it?

13. Do you have photography for your project? If no, do you need custom photography or stock photography? (If you do have photography, will require proof of ownership, rights, or licensing).

WEBSITE QUESTIONS

14. Do you currently have a website?

If yes, please answer the following...

- a. What is the current web address?

- b. What aspects of your site are you currently unsatisfied with and why?

- c. How do you currently promote and drive traffic to your website? (ie Google Adwords, word of mouth, etc)

- d. Do you currently use a Content Management System? If yes, which one and how satisfied are you with it?

If no, please answer the following only if we are designing a website for you...

- a. How do you see people using your website? What information will they get and how will they spend their time?

- b. List some websites that you like and what you like about them (consider both functionality and design).

- c. Are there any special features or functionality that you would like with your site? (ie shopping cart, forms, special navigation, etc)

- d. Have you purchased registered domain name? If yes, please list with whom you registered the domain. If no, is this something that you would like us to take care of?

- e. Have you purchased hosting? If yes, please list with whom you purchased hosting from. If no, is this something that you would like us to take care of?

- f. Is it important to you that you can make future changes to the content of the website yourself?

OPTIONAL

The following questions are not required, but if you answer them they will give us a better understanding of your project.

15. If your company currently has a motto, tagline, special quote, or specific mission statement, then please write it here:

16. What are some future goals for your company? Where do you hope to see your company down the road?

17. List any additional information that you believe is relevant to your project. This could be ideas, suggestions, a story from your childhood... whatever you believe is important for us to know.