



Website Client - Questionnaire

Please review the questionnaire below. Not all topics will apply to your situation, but please answer or consider what you can, so that we can quickly assess with you the best course of action for your requirements. Thank you.

I. Please tell us about you?

- A. What can we do for you? (i.e. consult, develop a site, upgrade a site)
- B. What is the nature of your business?
- C. How old is your company?
- D. What goals do you have for this project?
- E. What do you specifically hope to accomplish? (i.e. how will you judge the success of this project?)
- F. Who is your target audience/market?
- G. How do you envision the project supporting your organization missions and objectives?
- H. What your company's three most pressing problems it is trying to solve now?
- I. Who are your competitors?
 - 1. What are their competitive strategies?
 - 2. Do they have a Website?
 - 3. If yes, what are your comments about it?

II. How familiar is your company with the Internet?

- A. Do you have an internal network?
 - 1. LAN
 - 2. Intranet
 - 3. Email (yourname@yourserver.com)
 - 4. Webmaster
- B. Do employees have access to the Internet?
 - 1. How many of them?
- C. Does your company have an existing website(s)?
 - 1. If yes, will this project change it or create a new one?
 - 2. If the answer is, "it will change it", why do you want to change it?
- D. Have you or has your company done a project like this before?

III. Have you defined the scope of the project?

- A. Is there anything written that you could send us?
 - 1. Project Description
 - 2. Creative Brief
 - 3. Request for Proposals (RFP)
- B. If nothing is written, please briefly describe what you're envisioning?

IV. Is there a budget for this project?

- A. If no, then you may need a consultation to help define one...
- B. If yes, is there a line item for development (i.e storyboards and proposals)?

V. Let's talk about the proposal process:

- A. On what date did the original proposal or project description go out?
- B. When is the response due?
- C. How many developers have you approached?
- D. Who are they? (It's important to know what style you are looking for)
- E. How many proposals are under consideration at this time?
- F. Are there other contractors or in-house staff already attached to the project?
 - 1. If so,who are they?
 - 2. When can we meet or talk with them?

VI. When is the final produced project due?

- A. Are there any events tied to the project launch (i.e. product release, tour, media event, etc.)?

VII. How is your organization structured?

- A. Who is it who wants the project done?
- B. Who is/are the final decision maker(s)?
- C. What level of approvals are needed for the project?
- D. Does approval authority reside in your division or another?
- E. Who approves upgrades and changes to the site?
- F. Will anyone else have input or approval?
- G. What are their roles as you understand them?
- H. Who is responsible for design (look and feel of the project)?
- I. Who is responsible for deliverables?
- J. Who is responsible for signing off on the deliverables of this project?
- K. Who approves the payments?

XII. What features or functions do you want on the site? (i.e. database, ecomm, animation, build email list, etc.)

IX. Do you have existing content?

- A. What form is it in?
 - 1. digital art?
 - 2. digital documents?
 - 3. printed photos?
 - 4. transparencies?
 - 5. rendered art?
 - 6. printed documents?
 - 7. database?
 - 8. other_____
- B. Are the rights for all your content cleared?
- C. If not, is there a budget for clearance?

X. Who is or will be the prime contractor?

- A. Who is the project manager?
- B. If we are being asked to work with an existing team, how are the contractors and/or subcontractors on this project organized?
- C. Who are they?

XI. If there is a budget, have you included line items for:

- A. Storyboards and Proposals
- B. Design and formal specifications (i.e. creation of a document that describes the business context, technical architecture, functionality, roles and responsibilities, etc. for the entire project.
- C. Creative (written and graphical content)
- D. Custom programming (cgi, database, Java, etc.)
- E. Software
- F. Hardware
- G. Revisions
- H. Training (your in-house staff)
- I. Testing and QA (quality assurance)
- J. Hosting (i.e. ISP, in-house)
- K. Maintenance

NOTE: if a budget is not well defined or funded, you may require a consultation first in order to define topics presented above including, goals, scope, storyboard and budget.

Please call us to discuss your website needs:

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