

Please consider this document a reference when planning your site. It saves a lot of time if you consider these issues before we begin.

Try to answer as many of the questions as possible, the more information you provide, the easier it will be to create the site that fits you!

Business Summary

Describe your business:

Describe your target market / audience:

What sort of products does your business offer?

Do you have a logo? Yes No

Do you have a predefined colour scheme or style guide?
Yes No

Audience

Describe your existing client-base:

Do you have current statistics on your website?

Expectations

What design style are you looking for?
Please describe:

Do you have any colours in mind? Please describe.
You may visit <http://kuler.adobe.com/>

Are there specific fonts, images or themes that you would like to appear on your site?

Competitors

Who are your main competitors, and what do you think of their sites? (URL's to websites, if possible)

What sets you apart from your competitors?
What makes your business unique?

Please list a few websites you like and the reasons why.

Site Specifications

What is the primary goal of your site?

business community
blogging portfolio
personal e-commerce

Do you want to update the site yourself?

Yes No

Are you willing to pay for ongoing site maintenance?

Yes No

Do you require Flash animation?

Yes No

Would you like a blog?

Yes No

Are there any general web issues that you believe are important and prioritised?

Do you have a lot of multimedia content?
If so, please describe.

Do you require Copywriting or translation services?

Copywriting translation

**Is there anything else we have not yet discussed?
If yes, please specify below.**
