

## WEB DEVELOPMENT QUESTIONNAIRE

In order for us to be able to better serve your web development needs, please complete this questionnaire. The questionnaire will enable us to provide you with the best service possible and will ensure that your project will be handled in the most appropriate and efficient manner. If you have any questions regarding the questionnaire, please call us at 404.847.9585 or toll-free at 1.877.720.8115. When completed, please fax the questionnaire to 1.501.629.3701 or send it as an e-mail attachment to information@nsight-consulting.com.

### Contact Information

Company Name: \_\_\_\_\_

Company Contact: \_\_\_\_\_

Project Manager (if different than contact): \_\_\_\_\_

Street Address: \_\_\_\_\_

City, State Zip: \_\_\_\_\_

Telephone Number(s): \_\_\_\_\_

E-mail Address: \_\_\_\_\_

Existing Web Site (if any): http://\_\_\_\_\_

### General Inquiry

#### *Rationale*

1. Have you ever been involved in planning a Web site or a site redesign? \_\_\_\_\_

2. Will this be a redesign of the current site or the addition of new features? \_\_\_\_\_

3. Is this a new site? If yes, why are you unhappy with your existing site? \_\_\_\_\_

4. Do you have a domain name registered? \_\_\_\_\_

5. What is your estimated launch date? \_\_\_\_\_

6. What is your estimated budget for site development? \_\_\_\_\_

#### *Web Hosting / Technical*

1. Who will maintain your site? If it's already on the Web, who maintains it now? \_\_\_\_\_

2. What tools will they/do they use? \_\_\_\_\_

3. Have you selected a hosting provider? \_\_\_\_\_

4. Do you have your own Web server? \_\_\_\_\_
5. What legacy systems are currently in place? Do they need to be converted to a Web-based system?  
\_\_\_\_\_  
\_\_\_\_\_
6. Will the site require links to a database? What is the purpose of this database? What type of database will you use? What data will the Web site send to or pull from the database?  
\_\_\_\_\_  
\_\_\_\_\_

**Marketing**

1. Do you have an advertising agency or public relations firm? Will they be involved in the development or redesign of your Web site? \_\_\_\_\_
2. How do you intend to advertise or drive traffic to your site? \_\_\_\_\_
3. Describe your primary target audience. \_\_\_\_\_
4. Describe your secondary audience. \_\_\_\_\_
5. Describe your industry. \_\_\_\_\_
6. Who are your biggest competitors? \_\_\_\_\_
7. What do you like/dislike about their Web sites? \_\_\_\_\_
8. What percent of your revenues do you get from the Web?      Now \_\_\_\_\_      Target \_\_\_\_\_

**What are your objectives for this project? (Check all that apply.)**

- Create a new marketing presence on the Internet. \_\_\_\_\_
- Develop a strong online brand. \_\_\_\_\_
- Reposition an existing brand on the Internet. \_\_\_\_\_
- Develop advertising-based revenue. \_\_\_\_\_
- Create direct-sales revenue. \_\_\_\_\_
- Provide detailed product or catalog-based information. \_\_\_\_\_
- Establish personal contact with visitors and elicit feedback. \_\_\_\_\_
- Reduce traditional sales or support costs by developing or improving consumer/customer experience with online support. \_\_\_\_\_
- Build a community for a particular affinity group (such as specific types of customers). \_\_\_\_\_
- Establish a technological advantage over competitors. \_\_\_\_\_

**How would you define the main goal of this Web site?**

- |                             |       |                               |       |
|-----------------------------|-------|-------------------------------|-------|
| Publicity or marketing site | _____ | Non-profit or community site  | _____ |
| Sales or e-commerce site    | _____ | Content-based publishing site | _____ |
| Intranet                    | _____ | Portal                        | _____ |
| Extranet                    | _____ | Application Service Provider  | _____ |
| Other (describe below)      | _____ |                               |       |

**Select and rank the services you think you'll need:**

(Use the following criteria: 1 - Critical, must have; 2 - Would like, but not critical; 3 - Do not want)

***Front-end experience***

- Logo design \_\_\_\_\_
- Site graphics \_\_\_\_\_
- Content creation, writing copy, editorial review \_\_\_\_\_
- Audio/video development \_\_\_\_\_
- Chat area(s) \_\_\_\_\_
- E-commerce transactions \_\_\_\_\_
- Catalog and shopping cart \_\_\_\_\_
- User customization \_\_\_\_\_
- Search feature \_\_\_\_\_
- Feedback / contact forms \_\_\_\_\_

***Back-end / technical***

- Database design and integration \_\_\_\_\_
- Content management system \_\_\_\_\_
- Usability testing \_\_\_\_\_
- Flash development \_\_\_\_\_
- Personalization \_\_\_\_\_
- Advertising management tools \_\_\_\_\_
- Traffic logging and analysis tools \_\_\_\_\_
- Merchant account / secure transactions applications \_\_\_\_\_
- User-tracking tool \_\_\_\_\_
- Administrative site maintenance tools \_\_\_\_\_
- Application development \_\_\_\_\_
- Site coding (HTML, JavaScript, ASP, etc.) \_\_\_\_\_
- Legacy system integration \_\_\_\_\_
- Server selection/installation \_\_\_\_\_
- Ongoing site maintenance \_\_\_\_\_

***Marketing / Strategic Services***

- Competitor comparison \_\_\_\_\_
- Brand building \_\_\_\_\_
- Search-engine listings \_\_\_\_\_
- Content and editorial strategy \_\_\_\_\_
- Publicity strategy \_\_\_\_\_
- Launch strategy \_\_\_\_\_
- Marketing materials, media kit on site \_\_\_\_\_
- Product-line merchandising plan \_\_\_\_\_