



# Web Design

*Design With Results in Mind*

## WEBSITE DETAIL

Thank you for taking the time to answer these questions. This will give the some of the detail necessary to define the scope of your web design needs. In addition, the completion of the Creative Brief for Identity Development may also be useful in making this assessment.

Do you currently a website? If so, what is the URL for your site: \_\_\_\_\_

If not, do you have you established any marketing materials which you have done basic identity development that would be used in the site you are trying to develop?

\_\_\_\_\_

Do you have a formal marketing plan for your website?                      Yes                      No                      In-Development

What is the main purpose of your website?

- Establish Credibility
- Client/Customer Awareness
- Delivering Information
- Sales Lead Generation
- Product Information
- Electronic Brochure/Capabilities
- Conducting an Online Business

Other ? \_\_\_\_\_

Have you developed the content for your site?    Yes    No

Have you established a Navigational Outline of the pages you will need?    Yes    No

If so, how many pages will the site require:                      1-15                      15-50                      50-99                      99 or more

What kind of web development support are you looking for:

- Front-end Graphics
- Interactive Graphics
- Data Base Integration
- Real-Time Data Feeds
- File Storage/Delivery
- Domain/Server Acquisition
- E-Commerce

Please list several companies or organizations (*not necessarily a competitor*) that have a similar to the site to the one you would like to establish.

1. \_\_\_\_\_
2. \_\_\_\_\_
3. \_\_\_\_\_

**Feel free to provide any additional information that you think will be helpful in developing your site.**