



WEB DESIGN WORKSHEET

Date _____

Company Name _____

Type of Project

Is this a site redesign or a new site? _____

Budget

What is your budget for this project? _____

Target Launch Date

When do you need the web site launched? _____

Maintenance

How are you planning to maintain your site?

Purpose of Web Site

Please take some time to consider what your reasons are for wanting a web site. What do you hope to accomplish by having a web site? What is its purpose?

Some examples are:

- To give my company a cutting edge appearance
- To keep up with the times
- To develop a marketing database
- To sell products and services online
- To have prospective clients contact us
- To give out information
- To market literature we write
- To provide free information and downloads
- To create brand recognition

Please write down your own purposes:

Target Audience

Who do you hope will visit your site? What do you know about your potential visitors?
What are the demographics of these potential visitors?

Please describe your target audience

Domain Name

Do you currently have a domain name? Yes No

If yes, what registrar is it with and do you have all of the information needed in order to make changes to your domain record? Yes No

If you do not have a name do you have some desired names?

Some desired names:

Hosting

We can help you to choose the hosting package in Netfirms.ca. If you do not wish to host with Netfirms.ca and have a particular host you would like to use please fill it in below:

Desired Host : _____

Desired Host URL: _____

Corporate Identity

Do you currently have an official logo? Yes No

If yes, do you have access to the native files from the original designer of the logo?

(This is important for the quality of the logo on your web site) Yes No

Do you need ICGrafix to design your logo? Yes No

Design Preferences

Typeface Preference _____

Preferred Font Size for textual Content _____

Preferred Colors _____

Do you have photos to use on your web site? Yes No

Note: photos, drawings, paintings, clip art, maps etc., textual content from brochures etc. are protected by copyright law. It is your responsibility to make sure that you have been granted proper permission to use these on your web site.

Navigation Style

Navigation refers to the type of menus your web site will use for visitors to move from page to page. Do you have a preference for navigation type on your site? Yes No

Example: side menu with text, top menu with buttons etc.

Please list your preferences below:

Site You Like

Please list some sites that you like. These do not have to be sites in your industry. Just site that you like for the design, look and feel, or navigation style.

Contact Information

First Name _____ Last Name _____

E-mail address _____

Phone Number _____ Cell phone number _____

Fax Number _____

Address _____

City _____ Province _____

Post Code _____

Other Functionality

What other functionality does your web site need to have?

Examples: Forms, Guestbook, online chat, message board, pop up windows, PDF documents, Shopping cart, database, animation, music ?

Please describe any other functionality your site may need

Search Engine Submission

Will you need ICgrafix to submit our web site to search engines? Yes No

Most of the popular search engines are now charging for submission.

The most important engines are: Google, Yahoo, Altavista, Open Directory, Lycos, MSN.

Please list any other search engines or directories that you would like your site submitted to

Additional comments

Web Site Layout

This space to be used during consultation to draw out an organizational chart for the web site.