

## General Information About Client

Client Name: \_\_\_\_\_

Client Email address: \_\_\_\_\_

Client Tel/Mobile: \_\_\_\_\_

Business/organisation name and address:

Please describe what it is your company/organisation does:

Do you have an existing website already? If so, why are you looking to redevelop?

Please give website URLs where relevant.

- |    |    |
|----|----|
| 1. | 2. |
| 3. | 4. |

What are your ideal timescales for the project?

Day: \_\_\_\_\_

Please list at least two competitive websites and relevant URLs, and comment on what you like/dislike about them:

- |    |    |
|----|----|
| 1. | 2. |
|----|----|

How crucial will your website be to your overall business model?

For example, will it be your primary source of income or more of information portal to sell product elsewhere?

Please indicate your anticipated budget for the project.

This is important to establish your expectations for your project. We may not respond to submissions without a budget figure.

Do you have your own hosting/domain.

Provide us the hosting details if you don't have then we will arrange the hosting and domain for you.

## Your Target Audience

Please indicate whom your primary audience is expected to be – the kind of users who will most likely use your site on a regular basis:

How will people find out about your company and it's products and/or services?

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## Technical Features and Anticipated Scope

How many pages of content do you expect the site to require?

An estimated figure is sufficient here.

Will you require different template layouts between pages, or will the layout remain largely the same throughout the site?

Some sites demand maximum flexibility with content placement, or perhaps different landing page layouts to the rest of the site.

What specific features (other than core content display) will the site require?

For example: discussion forum, newsletter subscription, online shop (ecommerce), user registration & accounts, blog, gallery, etc.

Is the content for the website already available? If not, when do you anticipate it will be ready for deployment?

Additional Services

- ☐ Banner Design ☐ Landing Page Design ☐ Advertisement Management ☐ SEO  
☐ Video ☐ Analytics ☐ Live Support Chat

## Branding & Design

What kind of website will this be?

For example: personal, corporate, web2.0, clean, etc.

How would you describe the style of the site? Use as many keywords as you feel is necessary.

For example: modern, grungy, bright, colourful, dark, retro, minimalist, neutral, corporate, paper-made.

Do you already have design assets available for the project?

This can include layout wireframes, design mock-ups, or full PSD designs.

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## Additional Information

Please provide any additional information that you feel is relevant to the project.