General Client Information:

Company Name:

Primary Contact:

Address(es):

Phone Number(s):

Fax Number(s):

Primary e-mail Address:

Domains Name(s):

Primary Domain Name(s) Required:

Brand Colour Palette:

Please list any colours to be used on the website and the ambience the

company/product/service should convey.

Current Graphic Designers/Printers:

Logo:

Please supply in vector format. (e.g. an Adobe Illustrator file or equivalent)

Existing Printed Material:

Please supply samples if the design needs to be carried through to the website.

Photographic resources:

Please supply medium-high resolution photos on CD. The better the quality of photos, the more scope there is for an effective design solution.

Tagline:

Target audience:

Perception:

What adjectives describe how the site should be perceived by the user. (examples: conservative, progressive, friendly, formal, casual, serious, experts, humorous, service-oriented, professional, etc.)

Certifications & Awards:

Competitor Websites:

List some of your competitor's website addresses.

Favourite Websites:

List a series of websites with designs or schemes that appeal to you and why.

Project Objectives:

What is the main purpose of the new site?

Navigation structure:

e.g. Home   About Us   Our Products   Contact Us   etc.

Website Features & Call to Action Points:

Some of these will also appear as call to action points. Please type 'yes' beside the

relevant options.

- Phone number large -
- Address on every page and email address -
- Call back Button -
- Client Login -
- News Scroller -
- Testimonials -
- Tell a friend -
- Newsletter Signup -
- Animated Banner -
- Quick Jump menu (drop down or standard) drop down -
- Split Menu (Company info across top and product info down left or vice versa)
- Site Map -
- Site Search facility -
- Translations -
- Forum/Bulletin Board -
- Multimedia – Audio (Streaming) -
- Multimedia – Video (Streaming) -

Cautions:

e.g. Do not have it looking like www.xyz.com for legal reasons.

Additional Notes/Comments: